

ELECTRICAL

# MERCHANDISING WEEK

A McGRAW-HILL PUBLICATION • PRICE FIFTY CENTS • VOL 92 NO 20

MAY 16, 1960

SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

67 SERVICEMEN

## On the Job, But Not on the Payroll

Jefferson Stores, south Florida giant, buys big, sells service and lets a 350-mile string of independent servicemen handle the headaches.

see page 12

\$5,000 a Year Net . . .

## And Time to Go Fishing

That's one dealer's dream come true. William Randolph, Albuquerque, N. M., does it with a thriving TV rental operation for motels.

see page 14

## Invasion? See for Yourself

EM Week went back to the World Trade Fair last week—this time with a camera. Result: Closeups of the foreign appliance "invaders."

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Published weekly by McGraw-Hill Publishing Co., 871 N. Franklin, Chicago, Ill. Second-class postage paid at Chicago, Ill. Subscription price \$2 a year. Copyright 1960 by McGraw-Hill Publishing Co., Inc. All rights reserved. Address all correspondence to 330 W. 42nd St., New York 36, N. Y.



## DATELINE: EUROPE

### The British Enjoy a Boom American Style

By LAURENCE WRAY, EDITOR

The first in a series of weekly reports written on the scene in Europe

Despite a government purchase (excise) tax of exorbitant proportions compared to American standards, the appliance-radio-TV industry in Great Britain is currently enjoying a boom of unprecedented size and duration.

The record sales volume being enjoyed by the English can only be compared to the pent-up demand that existed in the United States following World War II. What's more, the analogy is pretty accurate.

While American industry post-war switched as rapidly as possible from the production of war goods to civilian goods, there were long,

arid years of rationing and austerity for British manufacturers. In addition, the government put such stiff taxes on consumer durables, together with stringent installment credit restrictions, that potential customers were effectively discouraged from buying.

What triggered the current wave of prosperity was the government's removal of installment credit restrictions in May, 1959, plus a reduction in excise taxes on appliances from 50% to 25%. However, the old 50% rate still applies to radios, phonograph combinations and television sets. Inasmuch as the government raises or low-

ers the excise tax rate every year, it is perfectly clear why dealers greet each "budget" day with apprehension.

Yet despite the steep excise rate on radio and TV sets, sales during the past year set a new record. In 1958, for instance, some 2 million TV sets were sold—11% over the previous year; yet in 1959 there was a further 25% increase to 2.5 million receivers. Today, two out of every three homes own a TV set which means that out of 15 million wired homes 10 million licenses have been issued. Oh, yes. You have to be licensed in the United Kingdom when you buy a radio or TV set, so they know very accurately the degree of ownership. What they don't know is the number of radios or TV's in each home, because a single license covers them all.

Radio set sales did well, too. Sales in 1959 were about 1.5 million units—the highest in several years, despite relatively high saturation. Here again the second set market, due to the introduction of portable models, proved a potent sales asset.

But while TV and radio sales bulk largest in total number of units sold, the real comers in

Continued on page 7

## FOR AIR CONDITIONER SALES They All Like It

# HOT

PHOENIX . . . the 90's and sales were spurring . . .  
LOS ANGELES . . . hot and already shortages of some models . . .  
MIAMI . . . cool and lower than average sales . . .  
NEW ORLEANS . . . a chill following a hot spell, and sales dropped off from a brisk April . . .

School kids saw freedom. Mothers saw bedlam. Fathers saw weeds, long grass, perhaps a vacation trip, and some respite from heating bills.

And dealers in air conditioners and dehumidifiers last week saw sales and profits in the long, hot summer ahead.

In Southern California and Arizona, the time-honored equation of hot weather, plus uncomfortable people, plus money in the bank or good credit, equals air conditioner sales, already was paying off.

Although the weather wasn't cooperating

in many parts of the country, an exclusive EM Week survey last week found general confidence among air conditioning dealers and distributors. Even where Old Man Winter still hung on by his fingernails, they were saying that this year promises to be one of the best ever in the cooling business.

Why did things look rosy? For one thing, there was the consumer-consciousness of the need for air conditioning cited by a dealer in suburban Chicago. Then, there was the promotional value in supplies of "tax-free"

Continued on page 8

## LFC's Story— Some Answers

**About a dozen new products, expansion plans in the works for company this year**

What's going on up at Landers, Frary & Clark? If President Harry T. Silverman's answer to that frequently asked question could be summed up in a word, it probably would be "Plenty."

And the "plenty," is Silverman's answer to the flock of rumors circulating about the true meaning of personnel changes and the general shakeup at Landers, Frary & Clark.

Besides developing some new products for this year's market, LFC has in the works, according to Silverman, overseas expansion and consolidation.

**Right now**, the company is in and will get deeper into Western Europe by making the 12 top lines for that market.

"We intend to make this a big part of our business," Silverman said. "I've been to Europe a couple of times this year and I've seen nothing like our products over there."

And there are plans to concentrate manufacturing in three or four areas instead of 11 factories. As part of this program Dazey is being moved from St. Louis to New Britain.

"All this is contrary to the rumors going around," pointed out Silverman. "This is proof we are going after sales and profits."

LFC will wheel out its new products for a July showing. Although details were scanty, Silverman did reveal that there will be new patented features coming up on the coffee makers, plus:

- Further expansion into vacuum bottle goods, including the addition of plastics.
- A new version of the electric can opener.
- A move into other cooking utensils.
- New features in electric blankets.
- New developments in Handy Hannah products (hair dryers and vibrators).

And LFC will be backing this up with advertising. The Universal Coffeematic continues to be the company's biggest seller, but Silverman hopes to develop a half-dozen items to match it.

He pointed out that the company's new television commercials mention not only the Coffeematic, but another item as well. And this is one route to boosting volume, Silverman believes.

**And there is a new look** in advertising. LFC has gone nationwide on TV. Before 17 major magazines carried the advertising ball. The concentration now will be on TV and newspapers.

As part of the new look, the sales staff is handling the complete Landers-Universal line. And the company plans to hit new fields in search of sales.

LFC also has expanded its government work, moving from subcontractor to developer, according to Silverman. Right now the company is working on two hush-hush devices for the Air Force.

And Silverman is looking for "as much vacuum cleaner business as we can get."



### Bank Says Buy—On Its Installment Loans

A MAYTAG COMBO was set up in the Citizens & Southern Banks of Georgia main branch in Atlanta which combined promotion for the bank's installment loans (sign at top) and dealers who carried the model (sign lower right). A model shows customers what a loan from the bank can buy them.

## WORLD APPLIANCE NEWS

- Government says outlook is bright for Polish radio and TV but the nation is nowhere close to having universal coverage.
- There's a growing market for television in the Caribbean and Central America, a new survey indicates to manufacturers.
- Prices for West German television drop and the trend at the Hannover Fair was toward more wave lengths, transistors.

**VIENNA (McGraw-Hill World News)**—Expansion of Polish radio and television is in prospect. Konrad Kozlowski, director general of the Polish Radio Committee, promised improvement in the quality of programs during the next five years.

The plans foresee: An increase in the radio coverage area to more than 65% of the country's area by 1965; construction of eight new television stations to enable the entire country to see television by 1965 (the present network covers only 30% of the nation).

By 1965, Poland expects to be producing 440,000 television sets, 1.2 million radio receivers and 70,000 tape recorders.

### SAN SALVADOR, EL SALVADOR

—This Caribbean area has close to 40,000 television sets, a new survey revealed. The number is expected to increase markedly when Costa Rica opens its first television station soon. El Salvador has two stations, 15,000 receivers and an estimated audience of 82,500. Guatemala has two stations, with 20,000 sets and an audience of 80,000. Nicaragua has a single station and 4,300 sets viewed by 34,400 persons. Honduras has a station, too, with 400 sets and an audience of 2,000.

**BONN, WEST GERMANY**—Price decreases of 6 to 10% marked the unveiling of new television and radio sets at the Hannover Industrial Fair. All the new television sets feature UHF tuners for the second television station scheduled to open next year. In radios, the trend was toward more wave lengths and

smallness. All were transistorized. Tape recorder prices were generally stable, but price reductions were expected on vacuum cleaners and washers.

Deutsche Philips GmbH, Hamburg, claimed its new dishwasher introduced at the fair was the first fully automated model manufactured in Europe. Retail price: \$380-\$430. Heretofore the company had made small electric housewares.

**BONN**—Twenty-three-inch television will come out of German assembly lines this fall. Manufacturers previously had planned to delay their introduction until 1961. But Germany's biggest mail order house, Quelle, came out with 23-inch sets in March, forcing the speedup. Previously, 17's and 21's were offered.

**LONDON**—Latest figures released in annual report of Radio and Electronic Component Manufacturers' Federation show that Britain's electronic component industry is expanding by between 10 and 20% a year. A record output of 240 million components was announced for 1959, valued at \$336 million.

This figure was 20% more than in 1958 and largest annual rise since 1955. Radio and television receivers accounted for the largest share of the increase, taking 43% of total.

Component and sound reproducing exports for 1959 at \$63 million rose 7% over 1958 figure and component exports alone reached \$30.8 million, a 13.4% rise over 1958. Sound reproducing equipment exports were 2.5% up last year at \$32.2 million.

## RCA Whirlpool's \$\$\$ Answer

**Is it worth \$20 million to breathe new life into a product which a few years ago was almost written off as dead?**

RCA Whirlpool thinks so, and last week in a slick press conference in New York's Savoy-Hilton Hotel, company officials explained why:

**The gas refrigerator market is far from dead**, say Whirlpool officials. The company itself hopes to sell 50,000 units this year and 200,000 in 1961. By 1965 the industry will be selling 400,000 units a year and before the decade is out, says Vice President Jack Sparks, 25% of the refrigeration market will be gas.

**The gas utility industry has offered fine support** so far and in the next six months local utilities and Whirlpool distributors and dealers will spend between three and four million dollars to promote the new unit. Whirlpool itself will ante up \$1.3 million for television and national print advertising (including two TV spectacles in June and July).

**The potential for still further product improvement** is far greater with gas units than with electric refrigerators, say company officials. Although the new models now being introduced represent a veritable revolution in gas refrigerator design, RCA Whirlpool engineers are confident that other major improvements can be perfected in the years ahead. Basic improvements in the 1960 unit include a dramatic weight reduction (from 531 to 400 pounds), a simplified cooling unit, a fan-cooled absorber, and no-frost cooling in both the freezer and fresh-food compartments. So effective has the redesign been, say RCA Whirlpool engineers, that average monthly operating costs for the new unit will be less than for other (electric) no-frost refrigerators. In Chicago, for example, the cost for the GA-1400 will be \$2.97 per month as against \$4.51 for the electrics.

**Appliance dealers will play a key role** in marketing the new refrigerator. Merchandising Manager George Stevens emphasizes that "success depends on building dealer interest" and that "we will not depend on utilities alone." To get the story over to retailers RCA Whirlpool is currently running a series of 92 meetings from coast to coast.

The three units in the new line are all top of the line with prices ranging from \$569.95 (for a no-frost model without ice-maker and jet-cold shelf and chest) to \$699.95 (for a unit with all these features). Less expensive and smaller units are being developed with a target date of early 1961 for introduction. In almost all areas, says the company, installation will be provided at no extra charge by either the utility or the dealer.

### Merger Planned for Eureka

National Union Electric Corp. and Eureka Williams Corp. are expected to get formal stockholders approval next month on a merger. Eureka products will be made by Eureka division of National Union Electric.

# REGIONAL ROUND-UP:

Mother's Day made a bright week for dealers across the country, but spring sports and spring weather helped some, hurt others.

**EAST . . . NEW YORK** — Dealers were gloating over the way Mother's Day perked up otherwise soggy spring sales. Uptown, downtown, in the boroughs, and across the bridge in New Jersey, sales last week were better than last year across the board, and better than dealers expected.

Though a few days of warm weather were quickly damped by cold rain, air conditioners led the upswing. The weather as well as the sales picture prompted Dave Adelman, downtown Brooklyn dealer, to comment, "It felt just like Christmas: that spirit was in the air, and everyone was in the store buying gifts for Mom. Air conditioners and housewares moved fast, and even refrigerators looked good."

Most of the distributors in the city felt that the "refrigerator crisis" finally was over. Price cutting by dealers and spring dumping by manufacturers were slowing up. Wholesalers feel that this week and next will be the first good ones for refrigerators in quite a while. One distributor said, "For the past two or three weeks retail has been just plain lousy, and I can't figure it. Customers have the money, but they're spending on spring and summer clothes maybe, but not on white goods."

It was the same story out in the suburbs. Tom Fisher, who runs a store in East Northport, Long Island, close to the Nassau-Suffolk County lines, was surprised at the way air conditioners sold this early in the season: "We sold more than we

expected, and washers were selling well."

Around the town, stores in high traffic areas felt the upsurge in sales for the first time this spring. Even vacuum cleaners, top-of-line canisters, moved well. But despite the beginning of the baseball season, TV was doing only "slow to fair," and color TV was disappointing.

**SOUTHWEST . . . ALBUQUERQUE** —Baseball season and Mother's Day brought sales spurts in TV sets (mostly portable) and light appliances here, giving some encouragement to dealers who had a grim April.

A Public Service Co. spokesman, who declined use of his name, noted housing starts were off 40% and electric appliance sales down 10% to 15% the first four months this year. He said there were 180 electric range connections in April, compared with 201 the same month last year. "But let's face it," he said, "last year was exceptional. All business is off this year. It's strictly a buyers' market, but those dealers who are working and following up are making sales."

Mel Ross of Griffin's Appliances (two stores) called April, "a stinker—our worst month for reposessions," but noted a rise the first week of May, notably in refrigerators and laundry equipment. Ross was hopeful that a May 13 visit by an executive of NARDA would produce a chapter here, and "maybe stop some of the price cutting."

Hubs Discount Stores noted

an upswing in portable TV sets, laundry equipment. Lou Miera, manager of Fedway's appliance department, reported music centers popular and portable TV sets "most in demand as a result of the baseball season."

K & B Appliances reported sales only fair, but looked forward to a grand opening this month of a new addition.

Inventories are good and dealers reported fast delivery from factories and distributors on all but one item. The exception: The RCA Whirlpool dishwasher, listed a "best buy" by "Consumers Reports," resulting in local sellout.

**SOUTH . . . LOUISVILLE** —Venezian Way meant money in the pocket for a lot of Kentucky Derby fans, but the Derby and the current three-week racing meet are no boon to Louisville appliance dealers. The race has always cut into the appliance business, with so much money and attention going to the track. This year was no exception.

Also cutting into the current market was what Clifford Abraham of Clifford's Appliances called "over promotion." He said, "so many deals are being promoted that the feeling of people seems to be to wait until next week to see if they can get a better one."

The prospect of a 3% state sales tax, which takes effect July 1, hasn't picked up business the way many dealers thought it would. But most feel it will in June.

Norman Epstein of Will Sales

Appliance Stores is looking for another suburban location. When he finds what he wants, the downtown store will be closed. Epstein said that the company had decided "the appliance business is better done in suburban stores where husband and wife can shop together." Will Sales already has four suburban stores.

**NORTHWEST . . . SEATTLE** —Most appliance dealers were beaming over early May's sunny sales picture. They felt the upswing, begun in April, would continue throughout this month.

Last year, the first quarter was busy, the second quarter quiet. This year April was better than March, and was the first month most dealers could post an increase over a year ago.

White goods, particularly laundry equipment, were moving well, but TV was down despite springtime sports programming. Butler Bros. Department Store, for example, reported white goods up 20% over last year at this time, but TV down 25%.

One store, Holert's Television and Appliance, already was edging into the spring-summer building season. Tired of losing business to cabinet makers, manager Ken Lindsey was steering Holert's into kitchen remodeling. He pointed out that half the cost of kitchen remodeling goes into appliances, so it's just as logical for the appliance dealer to do remodeling as it is for the cabinet maker to include appliances in his bid. The first few jobs have worked out well, with no dickering over price.

## Was Macy's Big Fete 'Unfair Competition'?

Federal Trade Commission charged it was as the agency cracked out at another promotion technique in its drive against price discriminations given by manufacturers to some retailers, but not to others.

This time the commission is charging Macy's with putting the arm on some 750 suppliers for \$1,000 each as a contribution to Macy's 1958 centennial celebration.

FTC says "about 582" vendors complied to the tune of \$524,000 by the end of January, 1959—and additional amounts came in later on.

The Macy case isn't a Robinson-Patman case—but it fits the pattern of the new FTC drive. The commission said that few, if any, of the suppliers could make such a substantial contribution to other customers as they made to Macy's. Since R-P applies only to giving and taking discriminatory prices and discounts, FTC charged illegality under Section 5 of the Federal Trade Commission Act that makes "unfair methods of competition" illegal.

Chairman Earl Kintner indicated rather plainly that he believes other department stores are doing the same thing. Macy's has 30 days to reply to the charge.



### ... Now, the Way They Used to Make 'Em . . . !

THE END OF A SEARCH for the oldest Maytag washer in Canada came when the company turned up Mr. and Mrs. James Ballantyne who are showing their 1911 model to Bruce Durfee of the Lethbridge (Ont.) Appliance Co. The old machine was still in use, so Maytag exchanged a new automatic for the venerable antique. The elderly couple—he is 86 and she's 82—reported that their ancient machine was still turning out the family wash after nearly 50 years of service. Now they will be using the single control automatic shown in the picture behind them.

## THIS WEEK'S COLOR TV

### MONDAY (All Times E.D.T.)

6:30 A.M. (NBC) Continental Classroom (Monday-Friday)  
11 A.M. (NBC) The Price Is Right (Monday-Friday)  
12:30 P.M. (NBC) It Could Be You (Monday-Friday)  
10 P.M. (NBC) Steve Allen

### TUESDAY

8:30 P.M. (NBC) Startime  
9:30 P.M. (NBC) Arthur Murray

### WEDNESDAY

8:30 P.M. (NBC) The Price Is Right  
9 P.M. (NBC) Perry Como

### THURSDAY

9:30 P.M. (NBC) Tenn. Ernie Ford

### FRIDAY

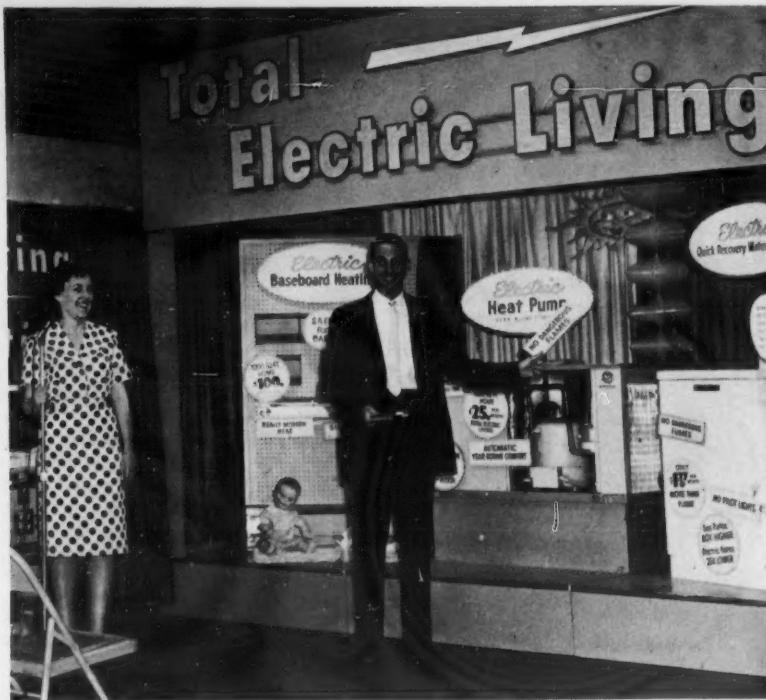
8:30 P.M. (NBC) Jerry Lewis  
9:30 P.M. (NBC) Masquerade Party

### SATURDAY

10 A.M. (NBC) Howdy Doody  
10:30 A.M. (NBC) Ruff & Reddy  
7:30 P.M. (NBC) Bonanza

### SUNDAY

8 P.M. (NBC) Music on Ice  
9 P.M. (NBC) Dinah Shore



PROMOTING "Total Electric Living" for Oklahoma Gas & Electric Co., Holly Crewse, left, company home consultant, and James M. Maloney, residential sales consultant, tell customers about the value of quick recovery water heaters.

## Utility Drive on Water Heaters Rounding Up Sales in Oklahoma

Oklahoma Gas & Electric Co. has been pushing a hard-hitting campaign via radio, newspaper and television to spur installation of quick recovery water heaters in their servicing area.

**Now in its third month**, the drive is paying off. By April, reports showed sales were up 265% over the same period a year ago.

During the three months of the campaign, OG&E is giving a \$40 allowance on each heater installation. And there's a special rate for anyone installing a 40-gallon or larger quick recovery type heater. The new rate gives 400 Kwhr at 1.2 cents per hour, a reduction of nine-tenths of a cent.

"We have been getting up to 30 calls a day on the heaters," reported James M. Maloney, residential sales consultant for OG&E.

**In the entire promotion**, OG&E is pushing the idea that electric water heaters are clean, safe and long lasting.

During the early part of April, OG&E joined the home show to give its promotion an additional boost.

Here, Maloney, along with Holly Crewse, home service consultant for utility, spelled out the "Total Electric Living" concept.

"We have gotten across to large numbers the many things electricity can do for the home," Maloney said, "stressing heating and cooling, the quick recovery water heater, baseboard heating and the heat pump."

Baseboard heating inquiries, according to Maloney, were heavy.

"Three out of every five asked about that," he reported.



## For a Recipe: A Housewares Trousseau

THE RECIPE WAS for herb bread and because it won "Seventeen" magazine's sixth annual favorite recipe contest, Ruth McClure, 18, above shows off a steam iron from her prize 17-piece Live Better Electrically housewares trousseau, to Sigana Earle, director of food and homemaking education for the teen publication. Miss McClure is from Chula Vista, Calif., and a freshman home economics major at San Diego State College.

## Talking Automatic Washers? Warm Air Works for You

**This laundry product dispenser—that works on warm air—is an example of how a technical detail can help you sell**

At least one manufacturer has the new dispenser, developed by Detroit Controls Division, American-Standard, in his 1960 line. And at least one more will try it in 1961.

What's new about it? Besides the warm air angle, the big thing with the system is this: After a simple click of a couple of switches, the dispenser automatically adds both detergent and rinse conditioner to the load—in the specified amounts and at the correct times.

**For the dealer**, the dispenser is quite a talking point. He can show a prospect there's no chance of pouring in too much bleach. Or forgetting it. Or putting it in at the wrong time.

If she's the confident type, he can explain there's no time lost with messy measuring. All she has to do is keep the reservoirs full and let the machine know how much she wants added by clicking down the proper switches on the control panel.

**For the serviceman**, the dispenser does away with nightmares of pipes clogged with congealed detergents. Or delicate controls burned by bleaches. Another selling point: Less down time.

**How does it work?** Technical details, especially when they're built around a simple principle—like warm air expanding—are sometimes effective when woven into a pitch. Especially when talking to a man or a skeptical woman who thinks she understands machines.

So, if you were talking a washer with this particular control on it, you could explain how one unit takes care of the entire operation all by itself.

There's a plastic housing, divided into two airtight chambers by a rubber diaphragm. In the lower chamber, there's a simple electric resistance heating element.

**When a current is applied**, the air in the lower chamber expands, forcing the diaphragm up and discharging a certain volume of air from the upper chamber. The amount depends on how long you apply the current.

The discharged air moves through a flexible tube connected to one of the reservoirs. As it enters the reservoir, it displaces a certain volume of liquid—depending, of course, on how much air.

A hookup from the actuator to the control panel lets the housewife set the exact amount of each liquid she would like to use. Then, at the proper time, the dispenser carries out her instructions.

**The principles involved** are simple enough. Warm air expands, as everyone knows. And, a certain amount of air, flowing into a closed chamber, will displace a calculated volume of liquid.

How can the actuator handle as many as three liquids at once? Another principle, "impulsing," comes into action here. Each time the heater goes on, the actuator pumps a fixed amount of liquid. To get more than this amount, the control unit tells the actuator to make more than one cycle. The total amount of liquid dispensed is broken down into multiples of the actuator's fixed output. It's just simple arithmetic.

## For Color Television: A Home Run Scored

That's what RCA people were saying in Chicago last week, where color television sales have jumped since a local station began showing all Cubs and White Sox daytime home games in color.

"Color TV sales this spring are running about 75% ahead of last year," explained Lee F. Holleran, president of Chicago's RCA Distributing Corp. "The impact of baseball colorcasts is very great," he went on enthusiastically.

The impact would probably be greatest in Chicago with its two major league teams. Local fans will be able to see about 100 games in color this year. To promote the idea, RCA has taken advertising space in Comiskey Park—home of the White Sox—advising fans they can see the games at home with an RCA color TV receiver. Billboards throughout the city also sell the colorcasts—and RCA sets.



## Squeeze, Set, Stretch

SEMI-PASTE RUBBER is the newest way to cement wires into plugs to prevent fraying or shorting. Squeezed out of a tube, rubber sets hard in two hours, is made by Devcon Corp., Danvers, Mass.

## Dealers' Mailing Kit

It's part of spring promotional program for Toshiba transistor radios.

Incorporated in the kit is a free offer of a new Toshiba battery-operated electric shaver with mani-

cure attachments, an extra offer of a \$25 merchandise display, reprints of ads from national magazines and a dealer order form.

The pack is available to all Toshiba distributors for mailings.



CUSTOM MODEL CDAC-24 features automatic humidistat. SUPER MODEL CDNC-23 (not shown) without humidistat.

*three new*  
**Coolerator®**  
**DEHUMIDIFIERS**

*with the exclusive built-in bonus profit plan!*



COMPACT MODEL CDC-24—Big capacity... top quality... and still priced to outsell your competition at a profit! Order early!

They're here... better than ever and with *lower* dealer prices... the new Coolerator Dehumidifiers! Here are three new models... all with striking new design... all 100% performance tested... all with 5-year factory warranty... and all with the built-in bonus profit plan (see below) for higher grosses!

Outstanding features of Custom and Super models include a big 1/5 H.P. compressor, big 8" diameter fan, long double-banked cold coil, large multi-fin condenser, easy-rolling casters, and exclusive Styrafoam seal that forces *all* air over the coil for maximum dehumidification.

You can sell these new Coolerators with no delivery or installation problems, no service or return worries, and little capital investment—and the market's growing bigger every day!

Mail the coupon below today to find out how you can make more money with Coolerator Dehumidifiers than with any others.

**EXCLUSIVE COOLERATOR BONUS PROFIT PLAN**

**1. QUALITY PRODUCTS!**

Actual service records show Coolerator ranks at the top of the industry for dependable performance!

**2. FEATURES THAT SELL!**

With all the popular features, Coolerator gives you plenty to talk about!

**3. DIRECT FROM FACTORY**

**PURCHASING!** You make better grosses... have supply and service points nearby!

**4. PROTECTED TERRITORIES!**

A market area for every dealer—with protection—insures higher profit sales volume!

**COOLERATOR**  
**DIVISION**

McGRAW-EDISON COMPANY • ALBION, MICHIGAN

In Canada: 574 Fourth Line, Oakville, Ontario

PRODUCTS OF



*Finest in*  
 Home Comfort Appliances



**MAIL THIS COUPON TODAY!**

COOLERATOR DIVISION, DEPT. AC-516

McGraw-Edison Company, Albion, Michigan

Please send complete information on new Coolerator Dehumidifiers and Bonus Profit Plan.

DEALER NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## Granco Charts New Directions With Air Purifier and FM Radio

**More diversification ahead. And company sees spot for dealer in hot FM car radio market**

Basically, that's Granco's platform: diversification and strengthening of existing lines.

The air purifier is only the company's first move toward diversification. Currently, Granco is looking for more health items of this type for hospital, sick room and home use, according to Henry Fogel, company president.

Working on the principle of electrostatic precipitation to clear air

completely of all foreign material, the new home purifier (called the Ionator) revitalizes air at the same time by adding negative ions.

The room unit is built around an electronic energizer and control unit. Self-contained and with a three-speed fan, which the company says circulates all air in a 20x20-ft. room, the unit is portable and usable in any room with a 110-volt outlet. It uses no more power than a 40-watt electric bulb, Granco says.

The Ionator is made as a unit and as a component, which other air conditioner manufacturers can purchase for use in their respective

original equipment manufacturing. And Granco is going to put more muscle in its FM radio lines—both car and table models—because Fogel figures the market is about to blossom. He wheeled out some impressive figures to back up his estimates.

There are over 600 FM stations now on the air, according to Fogel, and another 400 will be added this year. By the end of 1962, the total will hit 2,000.

**Best news** is that dealers can get a piece of the 1.5 million FM car radio market Fogel is figuring to sell.

For \$75 this high fidelity FM radio can be clamped to the underside of dash of cars without FM now. Extras beyond installation price include a special FM antenna for increased reception and new speakers for finer sound reproduction.

**25th in a series  
of weekly Gibson  
messages to  
all appliance  
dealers**

# ANOTHER PROFIT-PLUM FROM GIBSON

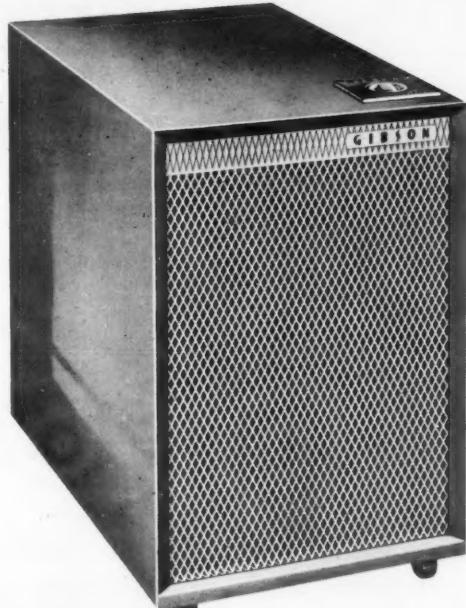
**AIMED AT A "SLEEPER" MARKET OF 49,275,000 PROSPECTS!**

97.4% of all wired homes do *not* have a dehumidifier—that's the biggest un-saturated market in the major appliance field!

Gibson delivers the product—you make the profits, when you concentrate on this vast, untapped market.

Sell your customers Gibson *automatic* protection from moisture damage. Removes over 3 gallons of moisture a day from rooms. Handles areas up to 14,000 cubic feet. Powerful triple blade fan handles up to 240 feet of cubic air per minute. Portable—moves easily from room to room on ball bearing casters. 8 quart removable plastic container, won't rust or corrode. Hose attachment for permanent installation. 1/5 H.P. compressor is hermetically sealed for life.

Source of statistical information: Electrical Merchandising Week.



**Gibson Model DH-2051**  
**Automatic Supreme Electric Dehumidifier**  
Portable • Automatic Humidistat  
Handles up to 14,000 cubic feet • Roller bearing casters  
8 quart container • Five Year Warranty



**Waikiki College of Profit**  
begins in heavenly Hawaii  
September 6th at the  
fabulous Reef Hotels.  
Pan Am Intercontinental  
Jet luxury all the way.  
Register with your  
Gibson Distributor now!

*WANT TO HEAD FOR HAWAII BY JET?*

**get going...get**

# Gibson

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan

**ELECTRICAL  
MERCHANDISING WEEK**

VOLUME 92

NUMBER 20

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**ELECTRICAL MERCHANDISING WEEK** is published weekly by the McGraw-Hill Publishing Co., Inc., James H. McGraw (1860-1948), Founder. Publication Office, 871 North Franklin St., Chicago, Ill. See panel below for directions regarding subscription or change of address.

**EXECUTIVE EDITORIAL CIRCULATION and ADVERTISING OFFICES:** 330 West 42nd St., New York 36, N. Y. **OFFICERS OF THE PUBLICATIONS DIVISION:** Nelson L. Bond, President; Sheldon Fisher, Wallace F. Traendahl, Vice President and Editorial Director; Joseph H. Allen, Vice President and Director of Advertising Sales; A. R. Venezian, Vice President and Circulation Coordinator. **OFFICERS OF THE CORPORATION:** Donald C. McGraw, President; Joseph A. Gerardi, Hugh J. Kelly, Harry L. Waddell, Executive Vice Presidents; L. Keith Goodrich, Vice President and Treasurer; John J. Cooke, Secretary.

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Single copies: \$50. Subscription price in the United States and possessions: \$200 for one year. Printed in U. S. A. Second-class postage paid at Chicago, Ill. Cable address: "McGraw-Hill New York." Copyright 1960 by McGraw-Hill Publishing Co., Inc. All rights reserved.

**SUBSCRIPTIONS:** Send subscription correspondence and change of address to Fulfillment Manager, ELECTRICAL MERCHANDISING WEEK, 330 West 42nd St., New York 36, N. Y. Subscribers should notify Fulfillment Manager promptly of any change of address, giving old as well as new address, and including zone number, if any. If possible enclose an address label from a recent issue of the magazine. Please allow one month for change to become effective.

Postmaster: Send Form 3579 to ELECTRICAL MERCHANDISING WEEK, 330 W. 42nd St., New York 36, N. Y.

## BUSINESS BRIEFS

As heavy exports of transistor radios to U. S. and Canada continued to draw criticism, the Japanese government last week took a stand. It was withholding approval of most exports until new controls could be set up at the end of this month. And sales to other nations would be regulated to prevent re-export to U. S. and Canada.

**Chrysler Airtemp's slugfest promotion gave sales a real belt.** Distributors battling in two leagues (packaged heating and cooling, room air conditioners) combined to go over the sales-to-dealers goal by 110%. The contest is now entering the final stage: The World Series.

The Black & Decker Manufacturing Co. swapped 120,000 of its shares last week with American Machine & Foundry Co. for the entire capital stock of DeWalt, a Lancaster, Pa., producer of home workshop and industrial radial saws.

**The New Jersey State Supreme Court upheld the validity of a Paramus ordinance banning the sale of certain items on Sunday.** The court ruled the ban was legal as home rule legislation and did not violate equal protection under the law.

## Thin, Cool 19— New Philco TV

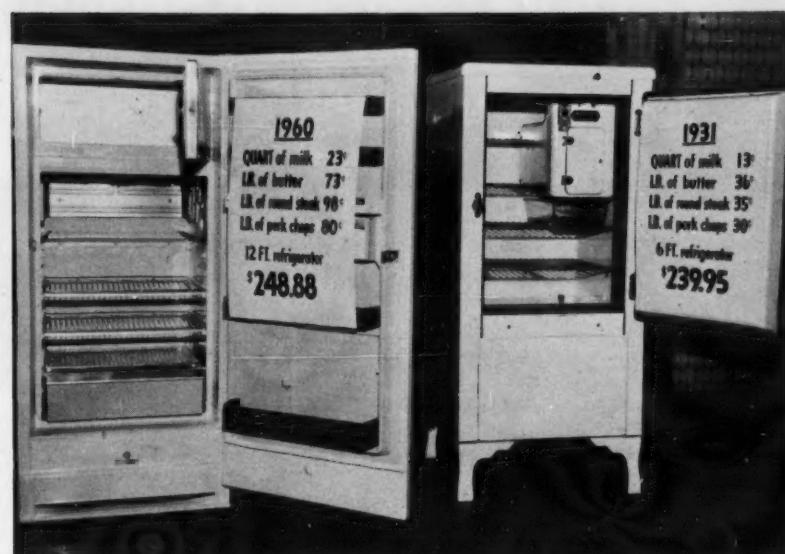
This month Philco Corp. is introducing a new line of 19-inch compact television receivers which feature cabinet depth of only 13½ inches and a chassis designed to stay cool.

All three models of the new "Custom Compact 19" line have Mark II "Cool Chassis" which Philco's lab says give TV receivers 76% longer life by eliminating heat traps—the major cause of television failures.

Ventilated construction of the chassis, plus "air-flo" mounting of components on the top side of the chassis base and non-heat "Perma Circuit" panels are the features which quickly dissipate heat.

Philco's short-neck picture tube allows the cabinet to be slim enough to fit it in a bookcase, or to be carried from place to place like a briefcase. A wrap-around, non-glare safety lens makes viewing carefree.

All the sets have front tuning with illuminated channel indicators and a single push-pull on-off volume control. Both single and twin antennas rotate 360 degrees to bring in the best signal. Wheeled stands are offered as an optional accessory to emphasize mobility and complement the decorator-styled cabinets. Retail prices: \$189.95 to 209.95.



### Today, Food Costs More, Cooling Less

PRICE TAGS ON NORGE refrigerators of 1931 and 1960 are about the same, but look at food costs, shown on cards. And styling, capacity are better now.

### The Long Haul for Admiral Sales

Admiral Sales Corp. next week begins the ticklish job of moving 3,000,000 pounds of parts and electronic equipment more than 100 miles from Galesburg to Bloomington, Ill. The trek will place the appliance parts and service department in Bloomington where Ad-

miral's national service division headquarters and electronic parts department have been located since April 1.

Reason for the move: Admiral will be able to make mixed shipments to domestic and international distributors.

## Wray: 'American Styles Are Big with Britons'

CONTINUED FROM PAGE 1

the appliance field are refrigerators and washing machines. The British public have been literally starved for refrigerators—or as they are generally called, "friges." A little less than 20% of English homes own a "frige," compared to our over 90% ownership. In 1956, a short five years ago, they were selling a rate of about 200,000 units annually. By 1958, the rate of sale had more than doubled to 450,000 units and in 1959 sales had more than doubled again to 920,000. A modest estimate for the present year would be about 1 million units. In addition, Britain exports about 100,000 refrigerators a year. Last year exports dropped, because manufacturers couldn't keep up with the domestic demand. In fact, imports accounted for about 13% of British sales. Most of those—about 20,000 units—came from West Germany; some 8,000 came from Italy and the remainder from Switzerland. American manufacturers, of course, such as Frigidaire, Kelvinator and Westinghouse, produce in Great Britain, so that their totals are included in the domestic production figures.

**One of the astonishing things to the American observer, unacquainted with the British scene, is the smallness of the boxes compared to the trend in the U.S.** More than half the refrigerators sold last year, for instance, were "up to 3.5 cu. ft. capacity." Half as many again were in the 3.5- to 4.5-cu.-ft. range; about 100,000 units (out of a 950,000 total) were 4.5 to 6.5 cu. ft. and sizes beyond 6.5 accounted for less than 50,000 units. In other words, about 95% of the refrigerators sold in Britain are under 6.5 cu. ft. capacity. The same trend, incidentally, holds good for ranges and washers.

When you inquire into the reason, there are two arguments presented: The smallness of British kitchens and the comparatively high cost of the appliances, especially with excise taxes being what they are. British kitchens, for all intents and purposes, seem to be included in most homes as a sort of afterthought. They are tiny, cramped little spaces; a far, far cry from the modern kitchen.

Refrigerator sales, by the way, still follow the vagaries of the weather, much as room air con-

ditioner sales do in our own country. A warm, bright summer will send the sales curve in a zooming upward spiral; cool weather will depress it. Conversely, clothes dryer sales sink in the summertime.

**Judging by the present saturation of washing machines in Great Britain, now at about 35%, the washer is one of the most widely accepted devices in the country.** As in the case of refrigerators, the removal of credit restrictions and halving of the 50% excise tax sent sales soaring 60% over the previous year. Some 1.1 million washers were sold in 1959, and it is anticipated that sales for the current year should exceed the 1.25 million mark, according to K. G. Miller, director of research for the English Electric Co., one of the largest appliance manufacturers in Britain.

Clothes dryers, too, are increasing in popularity and competition for sales among the score or so producers is keen. They didn't do so well last summer because of the warm, sunny weather, but hit their stride again in winter and spring. Mr. Miller notes that the vacuum cleaner used to be the first appliance that dealers went into business with, but that the dryer has now become the favorite.

One appliance in the home laundry field unknown to American dealers is the electric wash boiler—a throwback to the old days when housewives boiled their clothes in a tub on the coal stove. They are far less expensive than washing machines, however, and many in the lower income groups in Britain still buy them at a rate of about 170,000 units a year.

**Sales of electric cookers (ranges) in Britain last year amounted to about 500,000 units—an astonishingly high figure when it is considered that the whole market comprises 15 million wired homes.** Encouraging, also, to the manufacturers of electric units is the fact that the ratio of electric to gas sales is rising. As we mentioned previously, however, all or most of the models sold are in the small house size. Rarely are larger ones sold.

Water heaters are another surprise—some

700,000 units of storage and immersion heaters were sold in 1959—a figure that compares favorably with the U.S. as far as electric models are concerned. Actually, electric water heater saturation in the U.K. is now around the 30% mark. Some measure of the increasing popularity of the storage-type electric water heater may be gained by looking at the 10-year sales figures. In 1948, about 45,000 were sold; in 1958, the figure had jumped to 144,000 and, if sales follow the pattern for other major appliances, this year should see record business. Immersion heaters in a 10-year period jumped from 210,000 to nearly 600,000—again the trend towards small, compact methods of performing a service. Individual small appliances, at the point of use, seem to have the greatest appeal to the British housewife because the home she lives in was never designed for larger, built-in units.

**Electric housewares.** In a country where central heating is the exception rather than the rule, electric heaters of all types (they call them "electric fires") enjoy a healthy and continuing rate of sale. They have radiant, radiator and convector types up to 3 kw. In 1959, sales were running well over the 200,000-unit mark a month, or at about a 2.5 million clip a year.

Electric blankets, too, have shown a sharp jump in sales over the years—from less than 100,000 units in 1948 to about 700,000 units in 1959. Fans, on the other hand, tend to a fairly steady sale of about 225,000 units annually. Vacuum cleaners also sell at a steady, but increasing, rate. Ten years ago, sales were around the 650,000 mark annually; today they are at about the 1,250,000 range. As in the U.S., irons consistently sell well at a rate of 2.0 to 2.5 million units a year. Toasters ditto at close to 300,000 a year.

Other appliances such as floor polishers, shavers, hair dryers, tea kettles, etc., also find a ready market in the Isles in addition to their importance as export items. Incidentally, most of the sales figures quoted above include exports.

Next Week: All about the plight of the English appliance dealer.



### Raytheon to Tell Ballot Bag Secrets Today...

AT ELECTRONIC PARTS DISTRIBUTORS SHOW in Chicago. William Grey, left, and Glenn Foster eye dealers' votes on "10 most troublesome" tubes.

## It Looked Like a Horse Room, But Maytag Answered the Phone

Sheets of cardboard—covered with names and numbers—hung on the walls and a battery of pastel telephones jangled incessantly.

But there the resemblance to an old-fashioned horse betting parlor ceased.

Answering those jangling telephones were officials of the Maytag Co. (Chairman Fred Maytag handled phone No. 1), and they weren't touting horses, they were chalking up sales of washers and dryers.

**The event was Maytag's fourth "Operation 72."** For 72 long, sleepless hours, some 300 Maytag regional managers in this country and in Canada raced from city to city selling home laundry units to their dealers. When they made a sale, the managers flashed the word to the Operation 72 control center in Newton, Iowa. The news came over those pastel telephones and the tallies were marked on the cardboard sheets (the names were those of the managers; the numbers, their quotas and their actual sales).

As in past Operations 72, Maytag was out to sell as many units in one three-day period as the Iowa firm normally moved in three weeks. This year's goal was \$16,500,000 worth of home laundry units sold. Actually, Maytag sold \$20 million worth, 25% above the goal, and equal to five weeks of selling.

**Why another Operation 72?** And why at this time? Fred Maytag had an interesting answer to that question. "About two or three weeks ago," he explained, "our marketing people began to spot the suggestion of an upturn at the retail level. We based this (the latest Operation 72) on that pickup, because if it continues, some dealers aren't going to have enough."

Did that mean Maytag was dumping?

"We aren't dumping," Maytag shot back. "We're trying to get a better distribution of our inventory. Our factory inventory has been on the high side in relation to recent shipments, but inventories haven't been excessive at the distributor and dealer level."

Both Maytag and Marketing Vice President Claire G. Ely agreed some

dealers had been holding back on home laundry appliance purchases because of poor first-quarter sales, although Maytag sales showed a marked improvement. But with a possible retail upturn in sight, it was important to get the units from the Maytag factory—where the inventory was high—out to dealers where in many cases it was low.

**Both dealers and managers** were offered some Operation 72 incentives. For buying during the three days, dealers were given discounts averaging about 2%. Managers were given slightly higher commissions on all units sold.

And within 30 hours after the marathon began, the company was more than half way toward beating the quota.

**Maytag tried the gimmick** first in 1955, found it successful and has repeated it twice since then.

In Newton, Maytag prepared for the event as if it were preparing for a siege. This year's control center was in the half-completed auditorium in the company's new headquarters building. Just beyond the center was a kitchen with plenty of hot coffee, cake and sandwiches for the men manning the phones.

To keep calls coming 24 hours a day, Maytag pre-selected 100 "times," gave prizes to managers whose calls came closest to those times. And to keep excitement high, names of winning managers were painted on a pillar in the control center. On another pillar went the names of managers who exceeded their quotas. Hawaii, for example, went over its quota in a single telephone call.

A minor crisis developed when French-speaking Herve Bourchiex, Maytag's Montreal distributor, called with a big order. It was solved when Export Manager George Caddoo took the phone and began speaking French. And a few managers ran into heavy, unseasonable snow in Michigan and Wisconsin.

Sprawled in a chair during a break, Ely grinned. "We're going to equal or surpass our last Operation 72. I didn't say everything's rosy, but I do say it's getting better. Those dealers are buying."

## They All Like It HOT—For Air Conditioner Sales

CONTINUED FROM PAGE 1

air conditioners, purchased by distributors before the federal excise tax went into effect Dec. 1, 1959.

**Tax-free promotions**, though, weren't popular all over. "The public is tired of hearing about this tax business," said James W. Hughes, general manager of the Warren J. Schafer Supply Co. in Miami.

"You have to write at length to explain just what this saving really is, and even then it is doubtful how many potential customers understand the tax situation," said Dick Garoi, manager of Downing Appliance Co., Savannah.

**Dehumidifiers aren't a going item** in Arizona, where humidity is low, or in areas where it is exceptionally high. But in other cities, they were beginning to look good. Bob Brady of Brady Appliances in Louisville said the market is getting better every year as more people "learn what they are for." The dehumidifier market has hardly been scratched, he went on.

Chicago dealers apparently were neglecting the dehumidifier, but not dealers on the suburban North Shore. One dealer there moved more than 100 already this year—"quietly," he said—working with several brands.

**What about promotions?** Few were found by EM Week editors and correspondents, except for the emphasis on tax-frees.

"Non-excise units are the basis of this year's promotion for us," said Stan Lersch of Tri-Par Radio, in the Chicago Loop and the west suburbs. "The season started about 30 days ago, and it's still a clean deal." He is using only direct mail

to dispose of an inventory bought in October. Another North Side dealer already has run out of excise-free units and hustled up 14 units more from less confident dealers.

In Phoenix where May brought 95-100 degree weather, the Appliance Merchandisers Assn. of Central Arizona is promoting on a "Don't Sizzle This Summer" theme. Dealers and utilities are joining in an impact campaign, sparked by heavy display advertising and saturation TV spots.

One promotion that failed was supposed to bring \$35,000 for Frank Hodges' appliance concern in Atlanta. Household furnishings were given away with appliances—a pair of lamps with the purchase of an air conditioner, for example. Result: About \$15,000. Said Hodges:

"We discovered that with money as tight among our customers as it is right now, they would prefer being allowed a trade-in rather than being given a bonus. This permits them to avoid a down payment."

Here's how the general situation was looking in some other key cities across the country, according to surveyed dealers and distributors.

**LOS ANGELES**—Business was 15 to 20% ahead of 1959 for Ashburn Supply Co., Airtemp distributor, and Gateway Appliance Co. (Fedders dealer) and about like last year for Clover's Furniture Co., Glendale, Amana dealer.

**LOUISVILLE**—Sales were good. But Roy Gardner, of Kaufman Straus Department Store said room air conditioner owners were turning to central air conditioning and saturation is coming.

## 'Monopoly' Charges Fly in Philly

Charges that the Philadelphia Gas Works gave Caloric Appliance Corp. favored treatment that handed the manufacturer a "virtual monopoly" of the market here and arbitrarily froze out a second company, Tappan Stove Co., last week were the latest in a series alleging more than \$2 million in waste, mismanagement and illegal sales practices in operation of the city-owned, but privately managed utility.

**In testimony** by City Controller Alexander Hemphill at a special City Council probe committee hearing set up in February to investigate earlier disclosures by a local newspaper, Hemphill also charged PGW winked at violations of the city fire code in instances where the manufacturer of Caloric gas ranges would benefit.

He said PGW's \$1.8 million promotion requires home builders to install more expensive built-in ranges in order to be eligible for cash bonuses, denying the home purchaser the right to choose a less expensive range and adding \$60 to \$70 to the builder's cost, only part of which the normal bonus would make up. He said, however, PGW made "backroom" deals on special bonuses in which a few builders recaptured most of the increased cost.

Hemphill said PGW discriminated against Tappan by denying it participation in the promotion.

Commenting on Hemphill's testimony, Julius Klein, Caloric president, said: "That's only one side of the case. I suggest you keep your eyes and ears on the testimony that PGW will give."

As for collusion between Caloric and the utility Klein stated: "Definitely none whatsoever."

PGW General Manager Charles G. Simpson, in a letter to City Council President James Tate, denied any collusion between PGW "and any manufacturer, or anyone else."

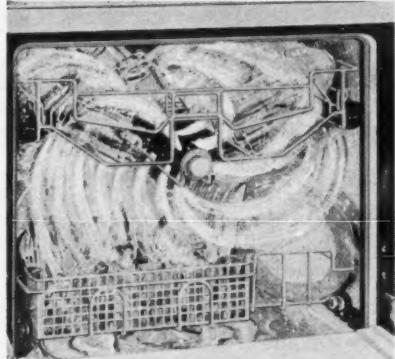
**The sales promotion program**, which last year cost PGW \$307,000 in cash bonuses and advertising contributions, was one of a series of disclosures in the "Daily News" which touched off the council investigation. The matter came under fire from the newspaper when last December one of its reporters was barred from a meeting of the Gas Commission at which it was voted to pass along a 14-mill state tax to the consumer.

Hemphill also has charged PGW with making premium payments to outside salesmen for the sale of approved appliances and using punchboards for "chance" premiums.

Go after the "buy now-build-in later" market with the

# new Frigidaire "Dishmobile"

It's the full-size mobile dishwasher with features usually found only in built-in under-counter models!



**EXCLUSIVE SWIRLING WATER ACTION**  
forces water—too hot to touch—directly over every soiled surface. No dish can hide.

**FULL NEMA 12 PLACE-SETTING CAPACITY**  
—Holds and stores a full day's dishes for an average family of 4.

**EASY FRONT LOADING**—Big Roll-To-You Racks glide all the way out. Load any place...any time.

This is more than a new Frigidaire mobile dishwasher—it represents a big new market for you—the countless families who want a mobile dishwasher that can easily be built-in later in present home or in that dream home to come.

From maple chopping block top to smooth-rolling casters, it's a Frigidaire value through and through:

- Swirling Water Action scrubs and sanitizes every dish surface
- Big Roll-To-You Racks hold full day's dishes for an average family of four
- Easy front loading
- Single Dish-Minder Dial for simplified control
- Serving cart quietness and movability
- Available in Mayfair Pink, Sunny Yellow, Turquoise, Charcoal Gray, Aztec Copper and Snowcrest White
- No installation
- Easily built into Standard Cabinets.  $23\frac{5}{16}$ " wide x  $24\frac{1}{2}$ " deep x  $34\frac{1}{4}$ " high with panels, casters and wood top removed



**Sell the full Frigidaire Dishwasher line!**

**Satisfy the booming dishwasher market with the line that has the greatest sales appeal.**

<ul style="list-style-type: none"> <li>● Built-in Under-counter Models</li> <li>● Full Size Dishmobile</li> <li>● No installation</li> <li>● Easily built into Standard Cabinets.</li> </ul>	<ul style="list-style-type: none"> <li>● Free-standing Model</li> <li>● Economy Mobile Model</li> <li>● Dishwasher-Sink Combination</li> </ul>
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For more information, call your Frigidaire District office, or write Frigidaire Division, General Motors Corporation, Dayton 1, Ohio.



**FRIGIDAIRE**  
PRODUCT OF GENERAL MOTORS

*Advanced Appliances designed with you in mind*

## Lipsich: 'Wholesaling Can Be Healthy Again'

But it's going to take some humping, the Dormeyer Corp. vice president told a crowd gathered in Dallas for the National Assn. of Electric Distributors convention.

**Pooh-poohing opinions** that "The wholesaler . . . is on his way out . . . is riding the 'greased skids,'" Lipsich said, "I believe that the wholesaler provides both an economic and a public good."

But he admitted that the distributor's traditional functions are being snatched—one by one. And that "some large retailing interests are knuckling the distributor to the wall with their pricing practices and their unrealistic demands."

**Pointing a finger of blame** for the "organized chaos" of the last decade, Lipsich said: "We were all at fault. The manufacturers wanted to keep

production lines rolling . . . always needing sales and more sales until they stretched production lines to output capacity in excess of normal consumer consumption . . . They overlapped products.

"And you . . . as distributors . . . tried to be all things to all manufacturers, tried to cover every line whether it was good for you, or just another item.

"But during the past 10 years, you must have known that your concentration on the bombastic displays, the 'big boys' . . . the 'easy buck' . . . the tonnage movement of goods . . . the squeezing down to a brokerage fee for your handling . . . or swapping dollars on big important volume . . . had to lead to industry sickness: A downward curve of profits," he chided the distributors.

**Outlining his formula for a cure**, Lipsich started at home, with manufacturing: "Many manufacturers should take a look at their lines and pare them down," he thumped.

And, handing over the paring knife to the distributors: "At the same time, you . . . should take a good look at the list of manufacturers of electric housewares that you represent, and pare down your product lines at the wholesale level . . . particularly support those manufacturers . . . whose lines will offer a profit for you as wholesalers . . . help you build a sound wholesale future." (Namely he hinted later, those manufacturers who practice "exclusive franchise.")

**Concluding with a promise** that "The 60's can be good for the electric housewares industry," Lipsich added a big if: "If we . . . as a determined group . . . plan a local merchandising audit, consolidate your positions, weed out non-productive lines, eliminate the no-profit accounts, re-invest in strong creative selling forces, understand the market in which you live, in which you do business, serve the small retailer . . . work together as a determined group . . . plan to make some money."

### • Regina Sales Up

Lannon F. Mead, president of the Rahway, N. J., manufacturer, said floor polisher shipments last month beat April, 1959's volume by 17%. And "Electrikbrooms" were up 21%. Mead hinted there were more volume increases in the offing. Why? Regina plans to introduce several "dramatic" new product lines.

### • Ironing Board Cover Out

If you're a "Maverick" watcher, you'll soon be seeing Trio Mills' new aluminized ironing board cover. Video advertising is part of a push to introduce the cover, made by "bonderizing" a Kaiser aluminum foil shield to siliconized cotton drill. With it, according to Trio, you can iron on the cotton side at lower settings than with ordinary covers. Why? The aluminum shield reflects the heat of the iron.

### • P & K Prexy on the Move

Rod Adams, national president of the Associated Pot & Kettle Clubs, is making a West Coast swing with Mrs. Adams. Last Tuesday the couple was entertained in Seattle; this Thursday they'll hit Los Angeles.

## Now you can sell tubes tested to twice maximum ratings ...the most reliable tubes ever!

**MOTOVAC**, a Motorola-created electronic brain, torture-tests Golden "M"® Tubes to specifications that are the highest in the entertainment-type tube industry.

Result? The most reliable tubes you can buy! So do yourself a real service . . . specify Motorola Golden "M" Tubes for more customer satisfaction and more profit!

Contact your Motorola distributor today for further details on fabulous Golden "M" Receiver Tubes . . . and Golden "M" Picture Tubes as well.

# MOTOROLA

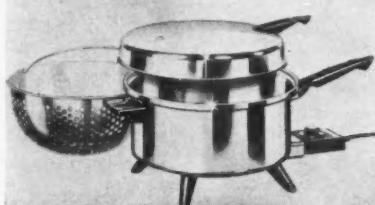
PARTS AND ACCESSORIES, FRANKLIN PARK, ILLINOIS



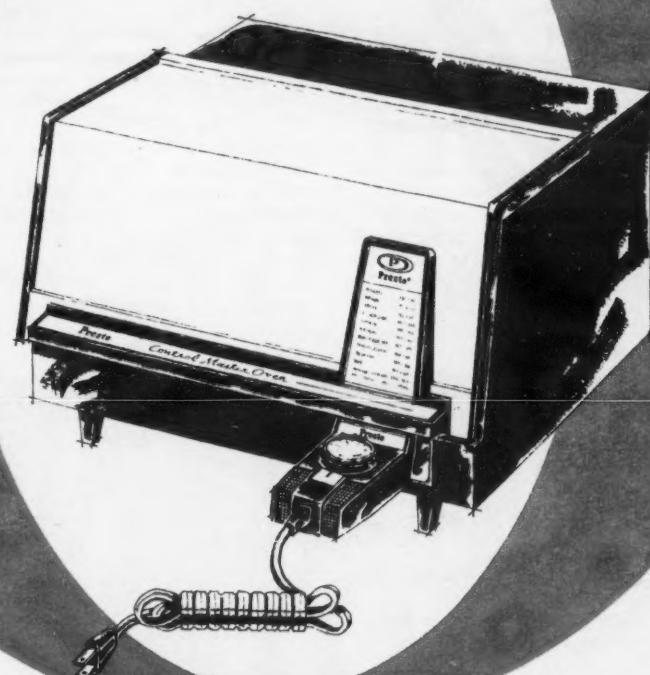
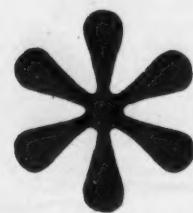
### MIRRO-MATIC Cooker Cover

An easy-over, vapor-seal cover for Mirro-Matic cooker-french fryer 275-M has a plastic handle at side instead of centered permitting safe cover removal without exposing hands to heat and steam. Cover may be placed upside down to prevent steam damage to counter; clicking action of fuel-saver in cover releases excess steam. **Mirro Aluminum Co., Manitowoc, Wis.**

For more news about new products, please turn to page 25.



# Presto!



*"They copied all they could follow,  
But they couldn't copy my mind,  
And I left 'em sweating...  
A year and a half behind"*

— KIPLING

## \*Innovation plus Quality...

**in the first and only portable oven with removable heat control!**

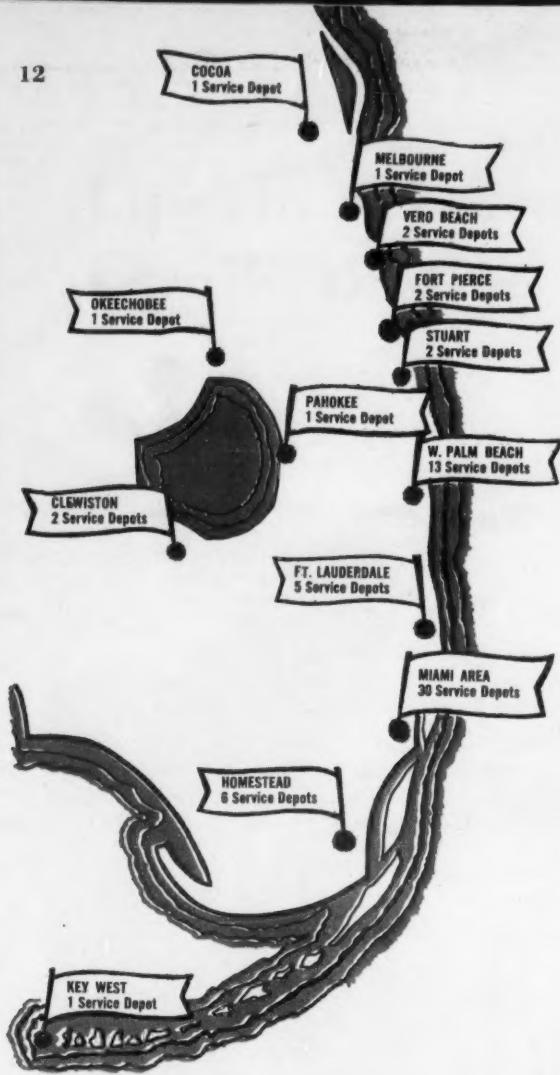
Another fine example of Presto Innovation plus Quality in electric housewares! The new Presto Portable Oven!—The *first and only* oven to use the now famous Control Master concept developed by Presto...the *first and only* true portable in the family size women want and need most. It bakes, roasts, cooks like a regular oven yet pre-heats in only 4 minutes, cleans easier, plugs in to any 110 V. outlet.

This Presto innovation is typical of Presto's 55-year history of leadership in electric housewares. Presto was first with the pressure cooker for home use...first with the electric pressure cooker...first with the electric skillet...first with the submersible coffeemaker...first with the tap-water steam iron...first with the auto-mated steam iron...and, first with a family of eight "probe" appliances!

© N.P.I.I., 1960

# PRESTO®

NATIONAL PRESTO INDUSTRIES, INC., EAU CLAIRE, WIS. • IN CANADA: PRESTO DIVISION—GENERAL STEEL WARES, LTD., TORONTO



Once burdened with a costly investment in servicemen, trucks, parts and equipment, Jefferson Stores, nine-outlet south Florida giant, now has a streamlined new look that gives it . . .

## 67 Servicemen on the Job . . . But **NONE** on the Payroll

By BILL McGUIRE



FOR THE BIG, GLAMOROUS JEFFERSON STORES . . .

At its Miami headquarters, Jefferson Stores used to run a bustling service department which employed 76, handled service for any and all, reconditioned trade-ins by the truckful, did appliance refinishing on the open market . . . and, in the process, bustled right into the red.

Why? Says vice president Jules Mufson, one of four brothers who operate Jefferson, "A company set up to sell in big volume can't service profitably. We know that now."

**This is Jefferson's format:** Buy it big; get it out to the nine stores scattered from Coral Gables to the south of Miami, north 30 miles to Fort Lauderdale, and on up the coast 45 more to West Palm Beach; set it up in mass displays; advertise it in clean but urgent, price-oriented full pages; and sell it fast and furiously, at a reasonably low markup, with list appearing everywhere but on the sales slip. It's obvious that an unwieldy service operation had no place in this picture.

Now, 67 or more servicemen still do Jefferson's work, but there's not a familiar face among them. They're independent businessmen, operators of service shops strung from Key West, 350 miles northward up the east coast to Cocoa and Cape Canaveral, and 110 miles across the peninsula to Naples on the west coast.

**Jefferson's new system** is cleaner, faster, broader, more efficient . . . and a lot less expensive.

The reduction in service overhead has been great enough to change red ink to black. Now, Jefferson's service costs are entirely dependent on its sales volume. The two occupy the same line on the graph. The traditional hills and valleys in service volume remain, but the pressure is off the company to iron them out. No more sweating to build service volume, or to control it by struggling to advance a season. No

more paying servicemen to poke around the shop, waiting for calls in slack periods. The system has other major advantages, too.

**No contracts are signed** with service agents. There's no tie that binds them to Jefferson, or vice versa. The combination of an oversupply of small service specialists in the area, and their sugar-plum visions of Jefferson's mighty service volume, has created competition among them for a slice of the store's service cake on its own terms. Jefferson can add new depots, cut off old ones, put on replacements . . . all in no more time than it takes to find them, which isn't very long. This arrangement also keeps service agents on the ball.

**An extra 15,000 square feet** of valuable warehouse space was gained when the Mufson brothers decided to "decentralize" their service. The repair, reconditioning and refinishing shops and their storage areas used to take up that much.

**Investment is practically nil** in parts now. The company stocks only a few numbers that aren't readily available locally. Service equipment is another cost item that evaporated when the agents came on the scene.

Direct benefits go all the way up to the sales floors. Salesmen can concentrate on moving merchandise exclusively now. The pressure is no longer on floor men to push hard for TV service contracts and antenna installations.

**Service prestige is retained** by Jefferson under the new system, while the grief is neatly distributed among the agents. Jefferson wears the badge of service proudly, in its own name, and to great sales advantage. Salesmen can impress prospects with the firm's far-flung service organization. They can guarantee fast service—either same-day or next-day; seldom

longer. They can talk true product service specialization even in brands where factory authorized depots are used.

**The system was set up** largely by general service manager Irving Fox. He found his service agents through distributor recommendations, by interviewing them at factory and distributor-sponsored service meetings, even by cold-canvassing in towns where Jefferson wanted representation. Within a month, Fox and the Mufsons had several dozen service depots in their camp and the system in operation.

**It works this way.** Except for two or three lines which are backed by heads-up central service organizations in the area, Jefferson buys everything without service, marks it up, then adds the same service reserve the distributor normally charges. All are sold with "free service" and advertised that way—full P&L for 90 days on electronics, a year on white goods.

Jefferson has split its trading area into three primary service zones—Miami, Fort Lauderdale, West Palm Beach. At stores in each zone are "service girls" who make the system go. For example, in the offices of the main Miami store, five girls handle approximately 500 telephone calls weekly—calls for service from the Miami area and south to Key West. Of these, some 300 are in-warranty.

**A girl's first move** on taking a call is to determine whether warranty applies. This she does in a few seconds by pulling the file on the merchandise.

If warranty has lapsed, the customer is referred to a service agent in his locality from a master list each girl has. Jefferson is then out of the picture, and the customer will deal directly with the agent. But if warranty is in effect, it's Jefferson's ball.

**In-warranty calls are dispatched** immediately to service agents by the girls. Telephones are used for this in the Miami, Fort Lauderdale and West Palm Beach zones (which represent some 90% of the calls), and elapsed time between receipt of the complaint and assignment of the call is often a matter of minutes.

Here again, the fact that no contracts exist between Jefferson Stores and its service agents benefits the former. With more than 30 depots in the Miami area, 5 in Lauderdale, 13 in West Palm—and no territorial exclusives to any—a service girl can keep calling until she finds one that can promise fast handling.

**Dispatch is followed up** by the mailing of a copy of a numbered purchase order to the service company, which is actually a written authorization to perform the service.

The service agent handles the call immediately from the telephone dispatch. He itemizes his bill as per Jefferson Stores' service-charge manual, compiled by Irving Fox and listing all basic repair operations by product, with a rate for each. To these he adds the flat house-call or shop charge, totals the whole, has the customer sign it, and mails it as a statement to Jefferson. There it's matched up with the file copy of the purchase order, okayed and paid. All service bills are checked by Fox.

For customers living in outlying areas, there are variations. When they buy, they're given the name and address of the service agent nearest them. They call him directly for service; and he contacts the store for authorization, either by phone or postcard. This helps keep the big firm's telephone bills under control.

**Procurement of parts** for in-warranty merchandise is the responsibility of the service agents. When a distributor refuses to supply new parts for a carryover or closeout that happened to spend a year or two in someone's warehouse, Jefferson backs up the service agent by sending him a photostat of the sales or delivery slip, which he can use as proof of unexpired warranty time. When service agents bill Jefferson for in-warranty work, they must also send along the parts they've replaced.

Jefferson Stores keeps its service specialists alert and up-dated by holding product schools for them, and seeing that they're notified of training sessions held by distributors.



**THIS VALUABLE WAREHOUSE** space was once set aside for service operation. Firm had used 15,000 square feet for service in old building, had already designed like amount of space into new building (above). Decision to use service depots freed this space for storage.



.. SMALL SERVICE DEPOTS ARE THE ANSWER TO WHAT WAS ONCE A BIG SERVICE HEADACHE.



**The man in the picture above is William Randolph and the set he's carrying into an Albuquerque motel is one of 125 five-year-old units he has out on rental. It takes him only an hour a day to handle this business but even so . . .**

## **He Nets \$5,000 a Year on Rentals Alone**

Randolph has parlayed an investment of \$20,000, electronic know-how and an hour a day into a television rental business netting him more than \$5,000 a year.

The \$20,000 was for 125 sets—100 Admiral, 25 Crosley, of 17 and 21-inch screens—which Randolph rents to motels at \$6 per month, maintenance included.

**Randolph started this part-time venture** seven and a half years ago when he was still in military service stationed at Sandia Base, Albuquerque atomic installation.

"I was able to finance the entire \$20,000," he recalls. "I didn't have anything myself, except a part-time TV service shop in the corner of a car port."

**He is still renting the same sets** he bought in 1952—except for two which were stolen out of motels. He has spent about \$1,500 since then for maintenance, "or about \$2.50 per set per year." He averages about an hour a day on maintenance work; this includes a full week every six months for thorough inspection and preventive maintenance on the entire lot. He received only one maintenance call during March.

"Unless the motels become dissatisfied with the old design," Randolph believes the original sets "are good for another six or seven years."

In Randolph's opinion the television sets produced between 1955 and 1959 "were cheapened in quality" as a result of price-cutting competition among manufacturers. Earlier sets, he feels, were of better materials and workmanship. But he thinks that the 1960 lines are now

much improved over the 1955-59 TV models.

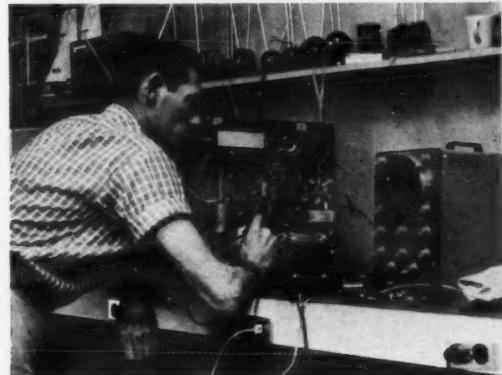
**Randolph recently began full-time operation** of his Randolph TV Sales & Service. He came to Albuquerque in 1949 as a tech sergeant in the Air Force assigned to radar work at Sandia Base's Special Weapons Project. Soon afterward he opened a part-time service shop to repair television sets which were pretty much of a novelty then in Albuquerque.

In 1952 he got an Admiral franchise and branched into the rental business as well as sales and service—still on a part-time basis. Six years ago when he was released from the Air Force he became a civilian employee of Sandia Corp. which as a prime contractor for the Atomic Energy Commission operates Sandia Base. In his military assignments and as a civilian employee, Randolph's work has been primarily in electronics.

Randolph left his Sandia job about a month ago to open his shop at 323 Wyoming NE, just a few blocks from the north gate of the big atomic installation. He has sublet half of his shop space to Charles Haynes, who also is in television sales and repair work. Randolph and Haynes answer phone calls for each other when one is absent on a service call and cooperate in other phases of their work, but maintain completely separate businesses.

**Randolph keeps his operation simple.** He has controlled his rental and service operations to keep them within a short distance of his shop. He keeps two replacement sets in his shop and reports he can take care of any maintenance

**SERVICE CALLS ARE HANDLED QUICKLY** by taking replacement set to motel, returning regular set to shop to be repaired at Randolph's convenience.



call from a rental customer in 10 minutes or less. He just takes out a replacement set, brings back the unit that needs repairs and does this at his leisure in his shop.

He has no formal contracts with the motels which rent his sets. He recalls that one motel (De Anza Lodge) decided to buy its own sets after remodeling and "wiped out almost half of my business." It took him about three months to place these sets in other motels.

Some of Randolph's rental units have remained in the same motel through four changes of ownership.

**Randolph admits to being more cautious than ambitious.** One reason for this is because of manufacturer and distributor competition in the rental business.

While Randolph was being interviewed in the coffee shop of one of his customer-motels, Luna Lodge, he learned that one factory had just sent the motel owner, Roland Clay, a letter offering a package rental deal on television sets.

Two other former Sandia Corp. employees have gone into the television rental business on a large scale in Albuquerque, says Randolph, "and they're renting out 2,000 or 3,000 sets now."

"But their maintenance problems are a real headache. They have to hire a lot of help and good servicemen are hard to find," he said.

**Randolph said his sales and service, coupled with the rental business, "give me about \$8,000 a year and that's all I need; any more than that and I'd be putting in too much time working for the government. Besides, I like to go fishing."**

**HERE IT IS! THE HOTTEST TV SALES IDEA IN YEARS!**

# Simple Heat Test lets you demonstrate and sell Philco Cool Chassis TV



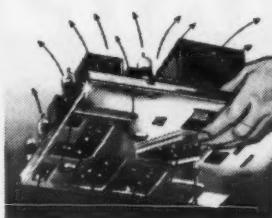
**1.** Hold it over your outstretched hand. You feel no heat, because heat always rises!

**2.** Now, hold the match under your cupped palm. Feel the Trapped Heat? TRAPPED HEAT KILLS TV PARTS.

Philco Cool-Chassis TV eliminates Trapped Heat—with exclusive "Air-Flo" Mounting, Heat-Barrier Design, Perma-Circuit Construction

**No Parts Underneath! No Heat Traps! No Service Headaches!**

You sell 76% longer Philco TV life...most reliable TV ever made!  
Call your Distributor today!



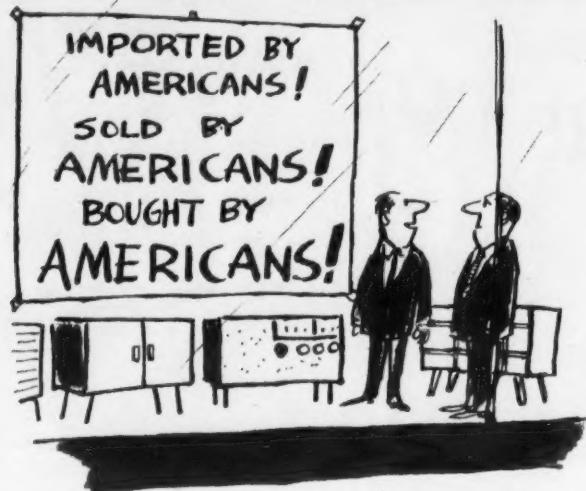
**PHILCO COOL-CHASSIS** No parts underneath, no heat traps. Heat-barrier design directs heat away from critical parts. "Air-Flo" mounting of parts permits maximum cooling. Perma-Circuit\* panels are non-conducting.



**OLD-FASHIONED HEAT-TRAP TV** Stacked components—one below the other—pyramid and multiply heat intensity. Parts, mounted underneath, generate heat which is trapped by old-fashioned oven-type, upside-down chassis.

**PHILCO**  
Famous for Quality the World Over

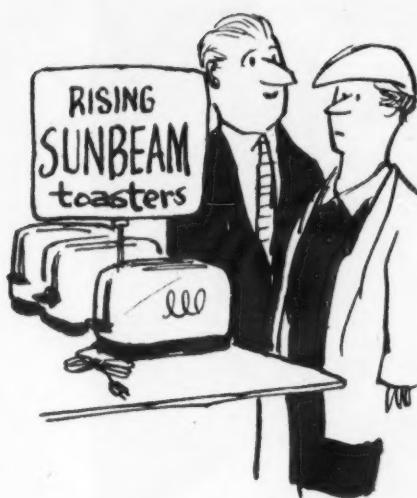
# Rodrigues LOOKS AT FOREIGN PRODUCTS



"That should soothe those people yapping about foreign competition . . ."



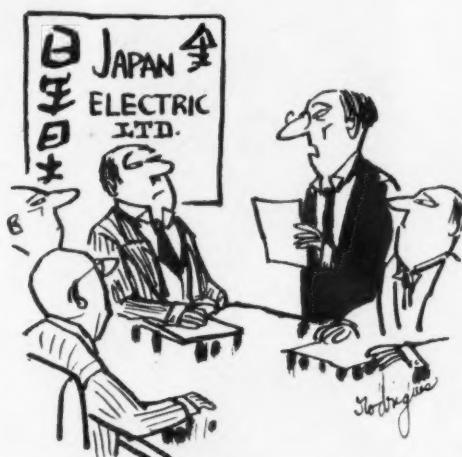
"EASTERN GERMANY? You've been telling people these are from EASTERN GERMANY? They're from WESTERN GERMANY!"



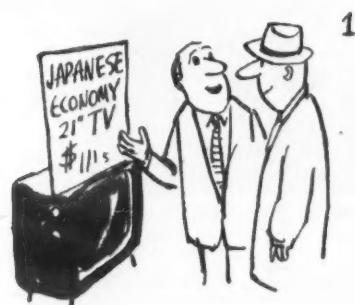
"They're imported from Japan, Madam . . ."



"Mr. Lentz, it's that Japanese Electronics outfit! Now they're going to open 28 consumer finance offices in the 'states'."



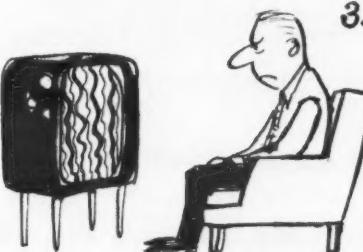
"Mr. Kasakki, that cheap Hong Kong labor is definitely hurting our United States market . . ."



1.



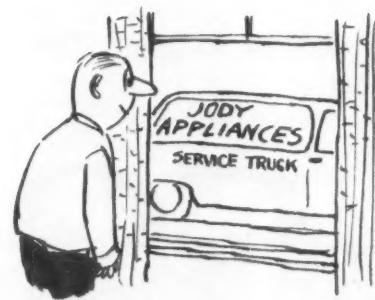
2.



3.



4.



5.



6.

NEVER BEFORE  
SUCH A  
TRULY MODERN  
NO-FROST  
*Gas*  
REFRIGERATOR



**ONLY**  
**ALL NEW**  
**ALL OVER...**  
**INSIDE AND**  
**OUTSIDE!**



**Whirlpool**

**...the first and only no-frost gas refrig**

No-Frost even in  
 "zero-degree" freezer!

No more frost-covered food packages to pry loose, no more frost-packed shelves and walls, no more messy defrosting to do . . . ever! Frost never accumulates in freezer or refrigerator, because all frost-gathering coils are located outside the food areas. A wonderful work-saver!



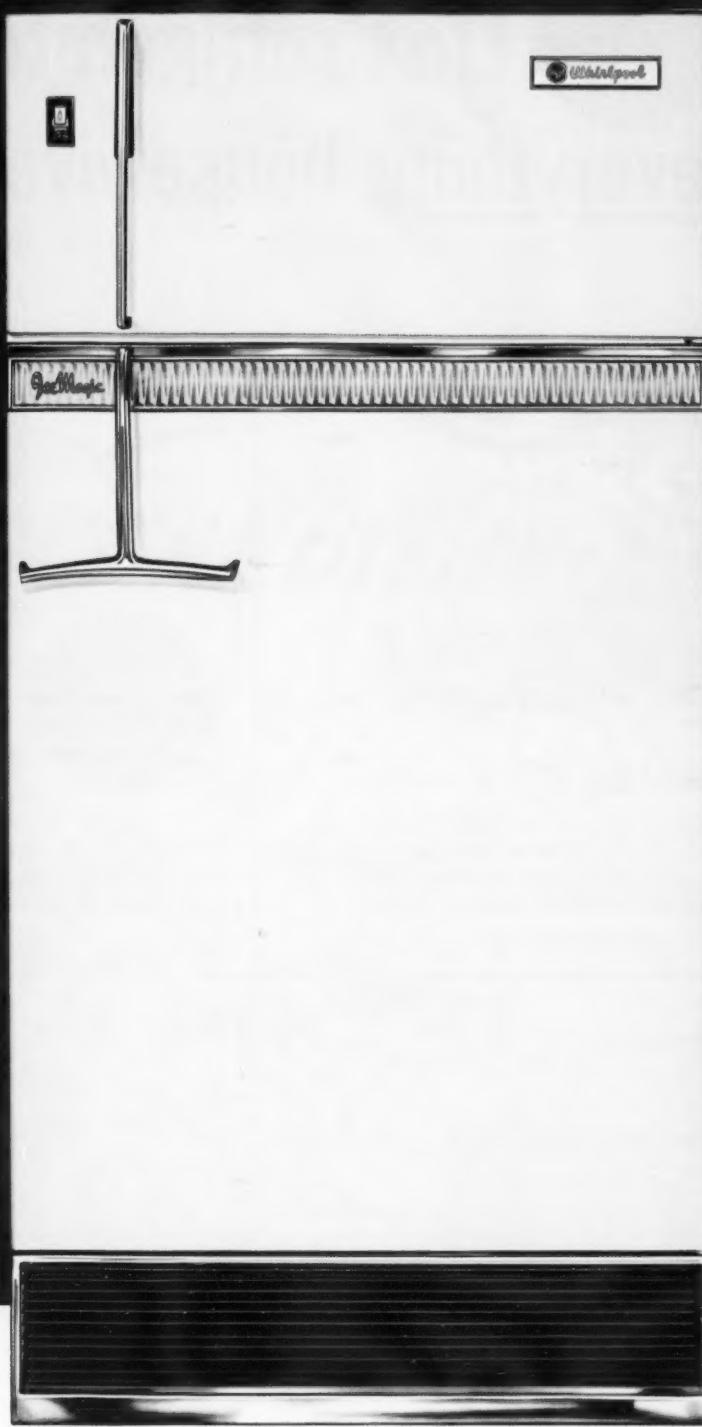
FROST  
 NEVER FORMS  
 IN FREEZER

OR IN  
 REFRIGERATOR

Exclusive IceMagic®  
 automatic ice maker!

Just open the door and help yourself to ice cubes from the handy bin. Ice-Magic will automatically replace every cube used. No more trays to bother with; no more filling, spilling or prying loose. Ice cubes are ready for instant use. Big capacity, too, with 108 cubes . . . 5 trays full!





# refrigerator-freezer

Here's a totally new concept of gas refrigerator-freezers . . . a revolutionary engineering triumph! Incorporating remarkable *No-Frost refrigeration* throughout . . . slim, trim, squared-up design for flush fit and built-in look . . . new foamed insulation permits thinner walls and doors, and up to 35% more food storage in same floor space; many exclusives never before available in gas units . . . this exciting RCA WHIRLPOOL gas refrigerator-freezer is a "first" that opens vast new sales-profit potentials for you.



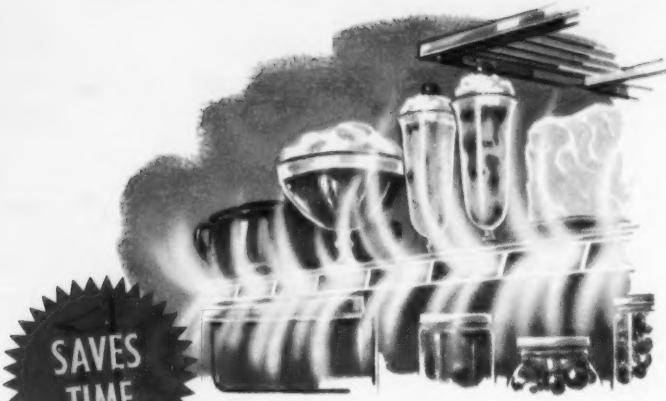
## Lower operating costs plus 10-yr. warranty!

No other comparable refrigerating system is so economical and dependable to use! That's because a tiny gas flame is the heart of the system, there are no moving parts. It's so dependable, a 10-year warranty is provided on the sealed gas refrigerating system.



Look at all these other firsts! →

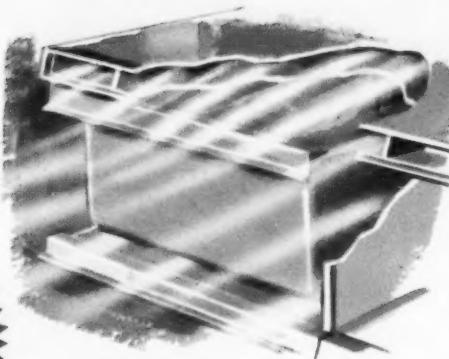
# Only **1** Gas refrigerator-freezer with everything housewives want!



SAVES  
TIME

## Jet-Cold\* Shelf quick chills!

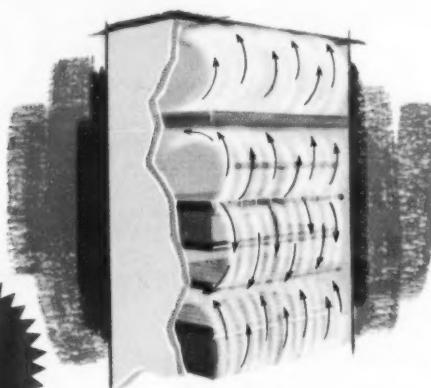
Chills fruits, puddings, desserts super fast without freezing. Chills beverages in door shelves much faster, too. Cold air ducts inside shelf speed cold through food and beverages three ways . . . by conduction, radiation and convection.



SAVES  
FOOD

## Jet-Cold\* Meat Chest

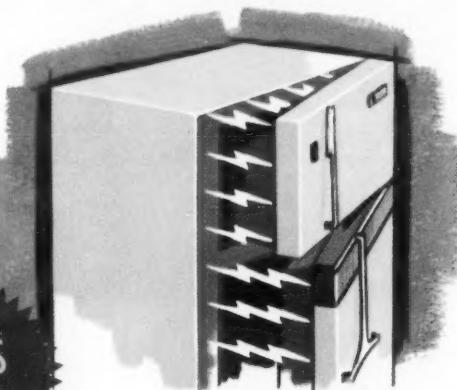
Located directly under Jet-Cold Shelf, it "floats" in a stream of super-cold air to maintain ideal meat storage temperatures. Also helps retain humidity to keep meats from drying out.



SAVES  
FOOD

## Activated Cold System

Crisp, cold air doesn't just "wander". It is scientifically fan-circulated throughout . . . top-to-bottom, side-to-side, even in the door shelves to provide balanced cold for finest food preservation.



SAVES  
FOOD

## Million-Magnet\* doors

A "million" permanently-magnetized particles are embedded in Vinyl gasket on each door. As doors close, gasket grips cabinet to form *complete* seal that "locks" cold in . . . yet open with slight pull or push.

\*Tm&

**PLUS**...new foamed insulation... "zero-degree" freezer...big convenience door...adjustable temperature control...as well as the quieter operation that only gas can provide. Ask your RCA WHIRLPOOL distributor for all the facts.



*Your family will love our family of home appliances*



# Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks  and RCA authorized by trademark owner Radio Corporation of America

*Join up...  
it's easier to sell  
RCA WHIRLPOOL  
than sell against it!*

So why a weekly now? The answer's in every issue... news. Monthly can't handle it; daily just gives a lick and a promise. Takes a weekly to give the story *and* its meaning. Important in your business to have an easy-to-read, every-Monday news and ideas source... devoted entirely to your business... edited by Pros for Pros. You've got it now, right in your hands. That's why in this big, fast-moving business of ours, **every Monday the Pros read**

**ELECTRICAL  
MERCHANDISING WEEK**



**HERE'S THE POWER - PACKED**

**Everything you need  
for big profits from**

# **RCA VICTOR PORTABLE TV**

### **MOST POWER EVER!**



RCA Victor is first again! 18,000 volts of picture-pulling power makes the Sportabout the most powerful portable TV RCA Victor has ever built . . . gives the brightest picture ever!

### **NEW HIGH-EFFICIENCY CHASSIS!**

New silicon rectifiers and full-powered transformer give cooler operation, greater safety and dependability. High picture power, plus RCA's Silverama aluminized tube, give you better picture quality and detail. More brightness, more sparkle. High-Level Contrast gives wider contrast range without picture distortion, better daylight viewing.



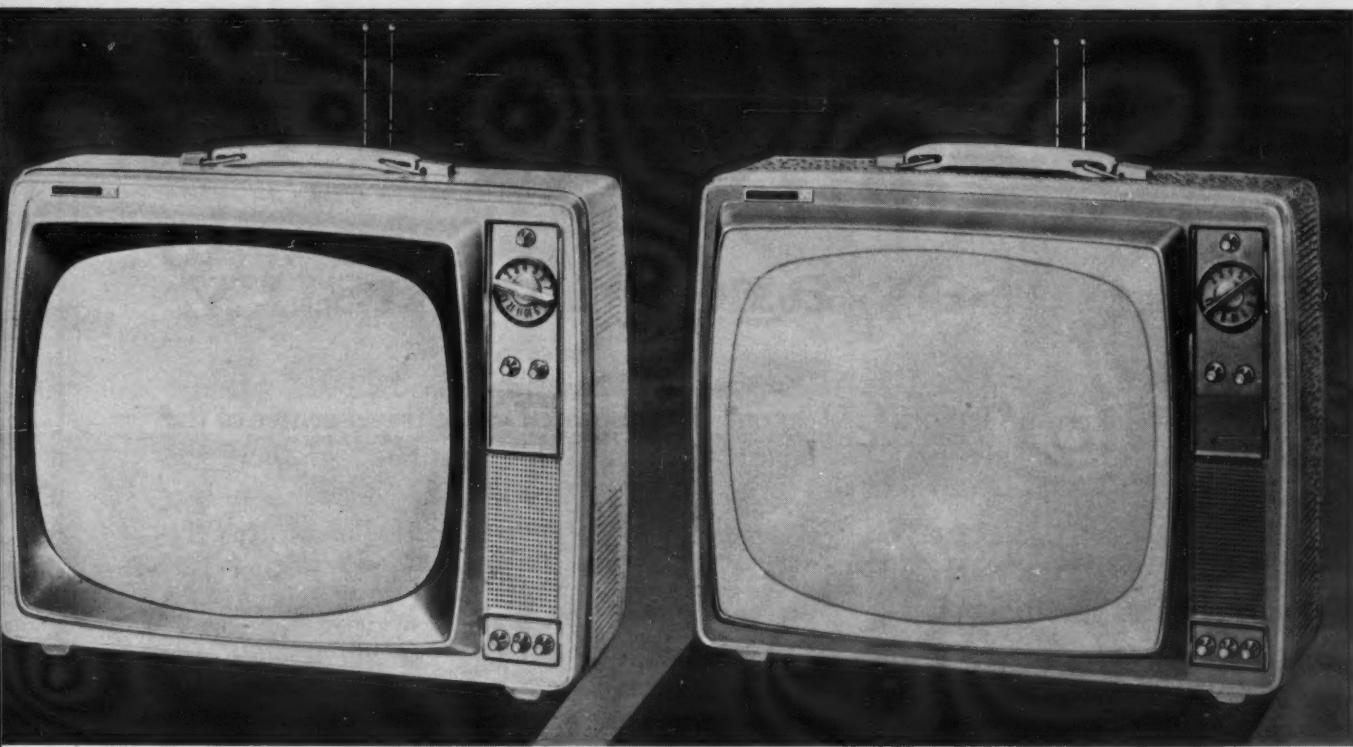
**Plus these famous use-tested,  
consumer-approved RCA Victor features!**



RCA Security Sealed Circuits . . . copper-bonded and double-soldered to seal in quality, seal out trouble. RCA Silverama aluminized picture tube . . . Automatic Channel Equalizer . . . tinted plastic safety window to reduce glare . . . front tuning and sound . . . built-in Dipole antenna . . . Tube Guard.

You'll have plenty to talk about when you show customers these great new portables. Show the picture that's much brighter with far greater contrast . . . talk about the "big set" performance that's amazing even in difficult reception areas . . . the styling and slimness of Sportabout. Sell them as ideal gifts . . . as a second set . . . for long-lasting enjoyment of TV.

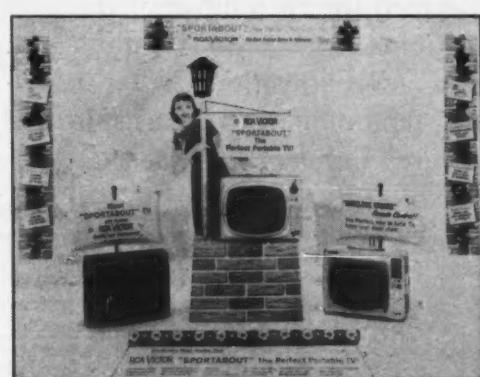
# SPORTABOUT PROGRAM !



**THE ENTERTAINER.** In Autumn Green, Autumn Smoke, Blonde or Ivory. With controls and sound in front, it fits where a TV wouldn't fit before. High-efficiency Dipole antenna.

**THE WAYFARER.** In Ebony, Beige, Blue, or Brown. Wide color choice makes it an ideal gift . . . or for use anywhere as a second set.

## Look what's behind the big push for SPORTABOUTS:



### Look what's "in-store" for you!

This colorful 7-unit display with flasher unit draws attention to Sportabouts in your store. It's a real eye-catcher to build sales. Check your Distributor for information on how to get this hard-selling display.

A big, full-color, two-page ad in LIFE . . . a full page in READER'S DIGEST . . . advertising designed to tell customers about the brand-new Sportabout and bring them to your store!



**BONANZA**—the great one-hour TV show in glorious color. More than 31,000,000 viewers watch this program every week. RCA is the alternate sponsor.

**MONITOR**—the weekend radio service heard by over 8,500,000 listeners, at least twice every weekend. RCA sponsors the news reports on this top program.



**The Most Trusted Name in Television**  
RADIO CORPORATION OF AMERICA

(ADVERTISEMENT)

# An Important Message from the NHMA to the Housewares Industry

Chicago's mammoth new lakefront Exposition Center will be the site of the July 1961 National Housewares Exhibit.

This important decision was unanimously voted by the Board of Directors of the National Housewares Manufacturers Association at its recent Annual Meeting.

The move of the mid-year Exhibit to Chicago was made in the best interests of the Housewares Industry and the show as a whole after long and careful study of the facilities available in several cities and of all the many other factors involved.

For years the July show has attracted a limited, regional buying audience, with only 20% of buyers coming from outside the eastern area. The Chicago show in January has been truly national, consistently drawing more than 50% of its buyer attendance from other than the mid-west states.

Determined to continue the NHMA's basic policy of providing the steadily growing Housewares Industry with the best trade Show possible at the lowest cost consistent with sound management, the Board found that only Chicago offers the combined exhibit and housing facilities needed for the increasingly important mid-year Exhibit.

The new hall will accommodate under one roof approximately 400 more booths than are presently possible in any other available modern exhibit hall. Practically the entire show will be

on one level. Located in the travel-center of the country, the new hall is situated south of the Loop at 23rd Street and Lake Michigan, only a short bus or cab ride from downtown hotels. The building is approximately three blocks long and a city block wide.

Completely air-conditioned, the new hall will provide professionally catered restaurant facilities, including a full-service dining room seating 650 and a self-service restaurant with a capacity of 1,800 an hour. Included also will be numerous meeting rooms and adjoining parking lot for several thousand automobiles.

The new Chicago location of the 1961 January and July Exhibits will permit the NHMA to accommodate additional exhibitors, as well as to increase the space of present exhibitors, and thus give housewares buyers throughout the nation a greater selectivity of merchandise than has been possible in any previous show in the history of the Housewares Industry. In addition, the more efficiently designed, air-conditioned exhibit hall will enable buyers to cover the show with greater comfort and more speed than ever before.

The Board has deemed the twin move of the January and July National Housewares Exhibits in 1961 to Chicago's new Exposition Center a constructive forward step in the best interests of the growing Housewares Industry and the National Housewares Exhibit as a whole.

BOARD OF DIRECTORS

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*Serving the housewares industry since 1938*

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**NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION**

(Incorporated not for profit)

**1130 Merchandise Mart • Chicago 54, Illinois**

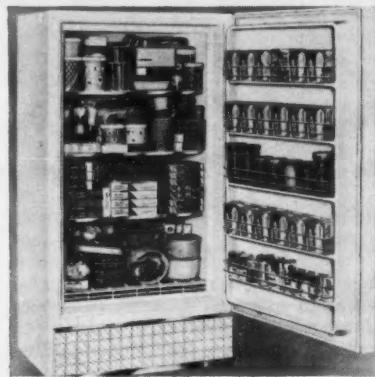
# NEW PRODUCTS

## FEATURES THIS WEEK

Frigidaire adds Frost-Proof models and a "Dish-mobile" dishwasher • Sub-Zero freezerless refrigerator • Emerson portable transistorized television set • Stromberg-Carlson stereo phono



FRIGIDAIRE FPD-13B-60 REFRIGERATOR-FREEZER



FRIGIDAIRE UFPD-12-60 FOOD FREEZER

## FRIGIDAIRE Adds 2 Frost-Proof Models

Frigidaire has expanded its appliance line to include 2 additional Frost-Proof refrigeration products: a Deluxe 13-cu.-ft. refrigerator-freezer No. FPD-13B-60 and an upright Frost-Proof 12-cu.-ft. food freezer UFPD-12-60. They have also added 2 chest-type freezers CFB-20 and CFB-14. The newest Frost-Proof 13-cu.-ft. refrigerator-freezer combination Deluxe model has the freezing compartment at the bottom of the cabinet.

Many basic top-of-line design features are being offered in these models such as Frost-Proof freezing, and they bring the number of basic Frost-Proof combinations to a total of 5. With the addition of the new Deluxe combination the line now has available in 13-cu.-ft. size 1 model with freezer at top and 1 with freezer at bottom; in Imperial combinations there are 2 13-cu.-ft. combinations, 1 with freezer at top and 1 with freezer at bottom; also a 15-cu.-ft. Imperial with freezer at bottom.

In upright Frost-Proof food freezers there is an Imperial and Deluxe in

16-cu.-ft. size as well as the new 12-cu.-ft. model UFPD-12-60 which features 4 full-width shelves in storage compartment plus 5 full-width door shelves.

The Deluxe Frost-Proof combination FPD-13B-60 has a bottom freezer with 4.26-cu.-ft. capacity; a roomy storage basket that rolls out. The refrigeration section is cooled by "Flowing Cold" system and it features more than 19-sq.-ft. area on 3 full-width shelves. Twin Hydrators hold up to a week's supply of fruits and vegetables for an average family. Door shelves hold tall bottles, 1/2-gal. milk containers, and feature a special rack for 2 doz. eggs.

The large chest freezers come in 2 sizes: 14 and 20 cu. ft. CFB-20 has 684 lbs. storage capacity and CFB-14, 473 lbs. Both have a quick-freeze shelf and sliding storage baskets.

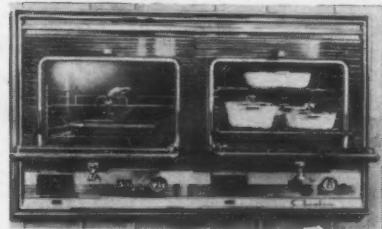
**Prices**, refrigerator-freezer, \$539.95; upright freezer, \$379.95; chest freezers, \$299.95 and \$409.95. **Frigidaire Div., General Motors Corp., Dayton 1, Ohio.**

outlets, rotisseries and new "Keep Warm" thermostats. They may be used separately or simultaneously.

Utilizing Chambers' specially patented retained heat features, these twin ovens are equipped to cook complete meals automatically even with foods of different cooking times, using only a few minutes of gas or electricity. They build into a 54-in. wall or cabinet and require a 48 1/2-in. wide cutout.

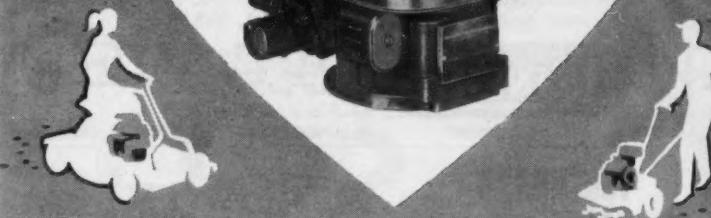
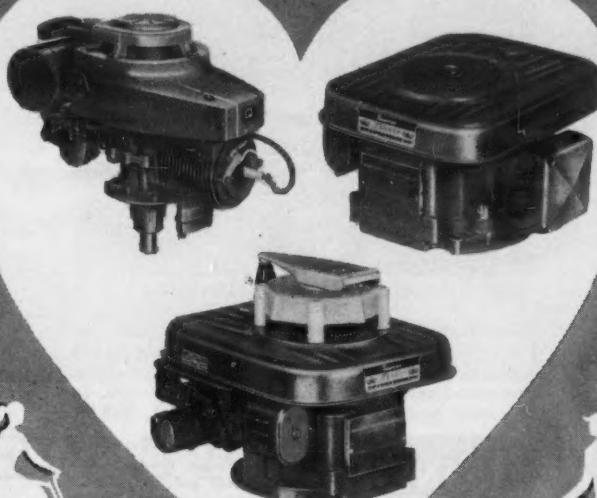
Styled to match all other Chambers Built-ins in the 50th Anniversary line in design, colors and accessories.

A new matching single oven, OEO-5, is also being presented. The line also includes advanced models of gas and electric ovens and surface ranges, refrigerator-freezers, dishwasher-dryers, ventilating hoods and disposers. **Chambers Built-ins Co., 2012 N. Harlem Ave., Chicago 35.**



## TECUMSEH-BUILT ENGINES

*the heart of America's most popular garden equipment*



Tecumseh's outstanding engineering and production skill is proven in over 40 million compressors for refrigerators, freezers and air-conditioners. Now manufacturers of gasoline-powered equipment may benefit from this experience applied to Lauson-Power Products engines. Put this technical superiority to work for you when you plan to purchase gasoline engines.

### Tecumseh "Firsts" in Engines

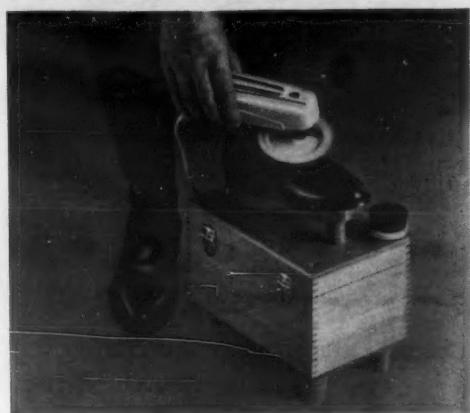
Tecumseh pioneers remarkable improvements such as the first "wind-up" starter, the first polyurethane air cleaner, the first—as standard equipment—flyball mechanical governor . . . among many other innovations. These are just a few of the reasons why more and more mower and garden equipment manufacturers standardize on Tecumseh.

*Tecumseh-built engines are nationally advertised in the Saturday Evening Post and Life—among other publications—to build greater consumer acceptance. That's why more retailers specify Tecumseh engines on the equipment they handle. It's just good business.*



Home Office: Tecumseh, Michigan • Engine Plants in Grafton and New Holstein, Wisconsin  
Tecumseh is also the world's largest manufacturer of compressors for the air-conditioning and refrigeration industry

# NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



Another first from Ronson!

**New! Roto-Shine Shoe Polisher.** Does all the work you used to do—electrically. Spreads polish without mess, brushes shoes, buffs to mirror shine. Suggested retail for standard package, \$19.95. In imported hardwood utility box (shown), \$23.50.

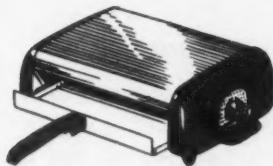
**RONSON**

One year free service on  
all Ronson products. 77  
national service outlets.

Ronson Corp., Woodbridge, N. J.

**THIS BRAND  
OPENS  
NEW FRONTIERS  
FOR PROFIT!**

EVERY-MEAL UTILITY MAKES  
THIS AN EVERY-DAY SELLER



This versatile appliance has automatic heat control—for open face sandwiches, cinnamon toast, English muffins. Broils steaks or chops, heats frozen dinners or waffles. Styled and designed for table use. A hot item that rings your cash register for more sales. Model 1504 Toaster-Broiler. . . . . Retail \$16.95

specialize in profits with  
Silex appliance specialties



The Proctor-Silex Corporation  
Philadelphia — Chicago — Canada



**Blackstone  
WASHER & DRYER  
ALPINE  
HOLIDAY**

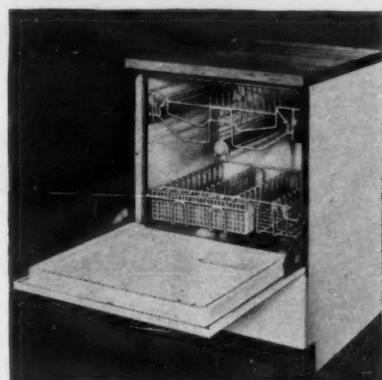
You can go too . . . winning is  
easy . . . but hurry . . . Contest  
closes July 15th . . . See your  
Blackstone Distributor . . . or  
write Blackstone Corp.,  
Allen St., Jamestown, N. Y.

## FRIGIDAIRE

### "Dishmobile" Dishwasher

Frigidaire's new mobile automatic dishwasher, "Dishmobile," No. DW-DMB, will handle a NEMA standard serving for 12 or 147 pieces at a time. Adjustable racks will hold large dinner plates, utensils and even baking sheets. Both upper and lower racks roll out for easy accessibility. A rotating tube between racks provides thorough washing and rinsing action, spraying 2400 walls of hot water per min. direct to dish surfaces; washing, rinsing and drying at sanitizing temperatures.

Simple hose and electrical connections make this mobile unit easy to use. Available with a maple chopping block top, porcelain enamel interior. Clean-cut, sheer-look styling fits any kitchen arrangement.



FRIGIDAIRE "DISHMOBILE" DW-DMB

The company will continue to market a smaller, lightweight mobile dishwasher DW-SMB.

**Price, DW-DMB, \$259.95. Frigidaire  
Div., General Motors Corp., Dayton 1.**

anced to roll smoothly without tipping. Upright, it stands firmly, even on stairs; weighs 15 lbs.

It has 1-hp motor for high suction cleaning; conveniently placed toe switch; and a 20-ft. cord mounted on a bracket that can be released at touch which also converts the bracket into a front end floor guide.

Air is triple-filtered as it passes through machine.

Rigid-Tex steel cover plate; die-cast aluminum carrying handle; copper and driftwood baked enamel finish; molded polyethylene wheels; cleaning tools in carrying case which include flexible vinyl locked-in hose, 2 extension wands, swivel rug nozzle, felt floor duster, swivel wall duster, round duster brush, crevice tool and upholstery nozzle. **Switson Industries, Ltd., Major & McAlpine Sts., Welland, Ontario, Canada.**



### SANITRON Cleaner

A small, compact cleaner that can be stored in space no larger than a sheet of typewriter paper is introduced to Canadian markets by Switson Industries, Ltd., makers of Regina cleaners and polishers in Canada.

The Sanitron measures 14 in. long, 11 in. wide and 8 1/2 in. high; and with its new low silhouette it can be used in horizontal or upright position. When horizontal the machine is bal-



### SUB-ZERO Refrigerator

Sub-Zero's No. 1900-R is an 18.3-cu.-ft. freezerless refrigerator.

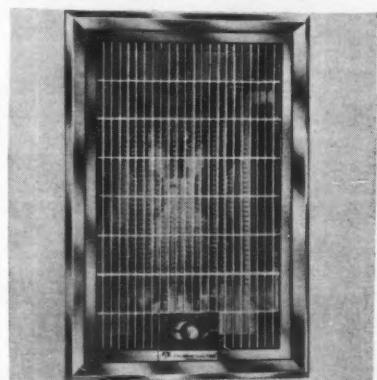
Features include 15.46-sq.-ft. shelf storage area; 2 deluxe pull-out

crispers; a portable, pull-out egg basket; tilting fruit basket; butter and cheese compartments. Door has shelves for large and small bottles.

A cool neutral tone color interior has an interior light. The exterior finish is chip-proof "Duracron" baked enamel on aluminum. Pull-out shelves are anodized aluminum and adjustable for varying heights.

Refrigeration system circulates air throughout entire interior. Automatic humidity control and defrost.

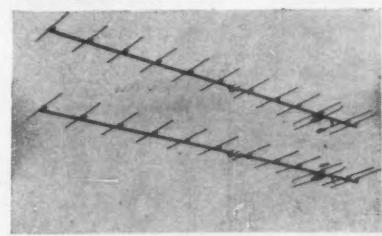
Condenser has service valves and is hermetically sealed with fan-type air condenser to dissipate heat of refrigeration cycle. There is also an adjustable temperature control. Door has 3 hinges and a safety latch; lift-off bottom grill provides access to compressor and assures air movement. **Sub-Zero Freezer Co., Inc., Madison, Wis.**



### EMERSON Heater

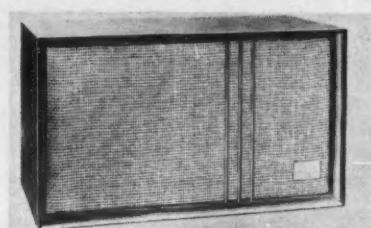
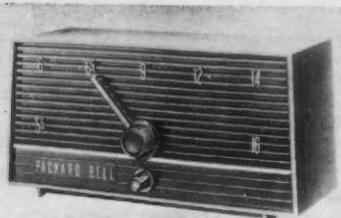
Bathroom heater installs with steel hanger straps; automatic controls; 1250 w, 120 v; chrome grille. **Emerson Electric Mfg., St. Louis 36.**

**WINEGARD FM Antennas**  
New design of Winegard's 42 trans-coupled FM yagis (FMTC 3, 6 and 12 with 3, 6 and 12 elements) enables use of 3 elements where 5 was necessary; a 6 for 10; 12 for the toughest reception. They feature transcoupler bars that swing into position for a perfect 300 ohm match. With simplified stacking 100% power is delivered from both bays. **Winegard Co., Burlington, Ia.**



## PACKARD BELL Radios

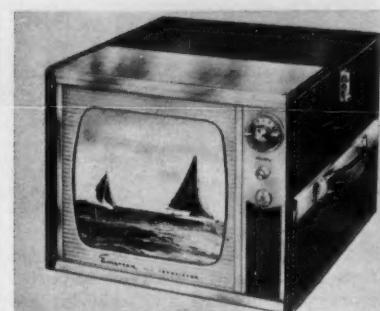
Two popular priced table radios announced by Packard Bell. Special 4R-1 has sweep-hand dial tuning; superhet chassis; built-in antenna; modern ebony. No. 5R-7 has 5-tube superhet and same features as 4R-1. Price, 4R-1, \$14.88; 5R-7, \$16.95. **Packard Bell Electronics, 12333 W. Olympic, Los Angeles 64.**



## ELECTRO-VOICE Speaker

An ultra-compact speaker system Regal 300 for monaural or stereo reproduction is announced by Electro-Voice, Inc.

A bookshelf-size system designed to provide fine sound using premium quality components; the 12-in. foam cone woofer has a 4-lb. 10-oz. ceramic magnet, which requires less amplification power than some deluxe systems, has a long-throw voice coil and



## EMERSON TV

This self-powered transistorized TV with direct view 10-in. picture tube, weighs 28 lbs; has 61-sq.-in. viewing area; luggage-type cabinet; operates on batteries which can be recharged in a.c. outlet. Price, \$250. **Emerson Radio & Phono Corp., Jersey City 2.**

high compliance suspension to give extended bass response.

The crossover network is extra low at 200 cycles; an 8-in. midrange cone-type speaker uses a 1-lb. 6-oz. ceramic magnet and the speaker is mounted in a totally isolated chamber to prevent interaction with rear-wave pressures of the woofer.

A compression-type diffraction horn-loaded very hi-fi driver takes over at 3500 cycles.

Regal 300 comes in walnut, mahogany or limed oak finish on all sides in horizontal or vertical position; adapts to any room acoustics with brilliance control and to stereo with treble array control, both located on back.

Size is 14 in. high, 25 in. wide and 13½ in. deep. Response is 35 to 18,000 cycles with an impedance of 8 ohms. **Electro-Voice, Inc., Buchanan, Mich.**

## STROMBERG-CARLSON Stereo

A new model of stereo phono, No. 900, is being added to the "Integrity Series" of stereo component ensembles, in 5 genuine hardwood finishes.

Like earlier models in this series, No. 900 combines purity of performance with handsome cabinetry to achieve in a single instrument music reproduction of high standards. Featuring S-C "energy isolators" for mounting the twin sets of acoustical labyrinth loudspeaker systems, these mounts prevent feedback of loudspeaker energy to other components.

Has Garrard RC-210 changer with diamond needle stereo cartridge; S-C amplifier ASR-333 providing 24-w distortion-free audio power with 48-w peak power capacity. Two RS-401 acoustical labyrinth speaker systems



provide fine sound range and clarity.

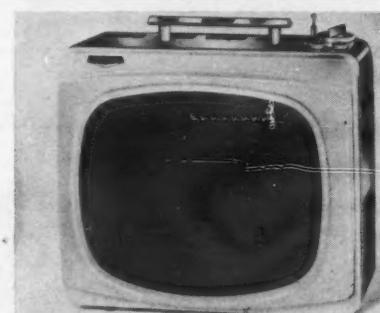
A record storage space which may be used for installing any S-C hi-fi radio tuner is also included.

Prices, \$279.95 mahogany; others in walnut oil, walnut lacquer, limed oak, cherry, all \$289.95. **Stromberg-Carlson, Div. General Dynamics Corp., Rochester 3.**

## DELMONICO Portable TV

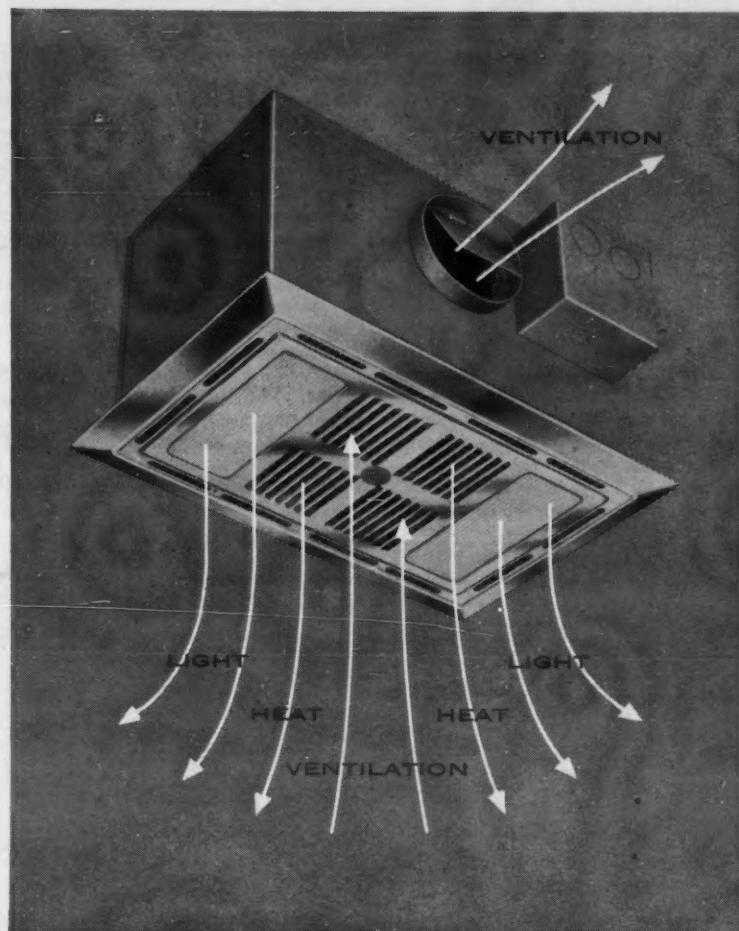
The Delmonico-International Div. of Thompson Starrett Co. announces it will exclusively distribute in the U.S. under the Delmonico label a complete line of TV sets manufactured to U.S. specifications by the Victor Co. of Japan.

The line will consist of 17-, 19-, 21- and 23-in. vacuum tube type sets, an 8-in. set and a 21-in. color set. The portable 17-in. model PTV-17 has a 110-deg. picture tube, hand-wired chassis, 3 stages of picture IF, 2 stages of audio IF, 16 tubes plus 1 double diode, power transformer, telescopic antenna, channel traps, leather collapsible handle and 2-tone briefcase-type metal cabinet. Set measures 15½ in. high, 18 in. wide and 10 in. thin. The new set has sensitivity for fringe area reception.



DELMONICO PTV-17 PORTABLE TV

Other Delmonico products: transistor, portable and color TV sets, stereo consoles, transistor, and AM/FM radios; tape recorders, console choral organs. **Delmonico-International Div., Thompson Starrett Co., 120-20 Roosevelt Ave., Corona, Long Island, N. Y.**



# NEW TRADE-WIND TRIO

*Light—Ventilation—Heat*  
3-way convenience for bathrooms—in one unit  
Trade-Wind Model 1101

This new Trade-Wind unit provides any combination of light, ventilation and heat for complete bathroom convenience. The beautifully designed chrome and glass grille is flush mounted. The lights provide brilliant diffused illumination through Alba-lite glass panels and the louvers direct an even flow of concentrated fan-forced heat.

Five combinations can be selected with a remote wall switch, (included with unit): Heater only—Lights only—Ventilation only—Lights and Heater—Lights and Ventilation.

An exclusive electrically reversible Axial Flow Fan distributes a full 1450 watts of heat throughout the entire bathroom instantly. \* \* \* \* \*

*Trade-Wind*

DIVISION OF ROBBINS & MYERS, INC.  
7755 PARAMOUNT PL., DEPT. EMW, PICO RIVERA, CALIF.

**JACOBSEN** Riding Lawn Mower

Jacobsen's "Javelin" "sports car" riding lawn mower can be used for many mowing chores. The 2-toned, streamlined power mower cuts a 26-in. swath of grass, rides easily up 40% grades, among other features.

It can also be used as snow re-

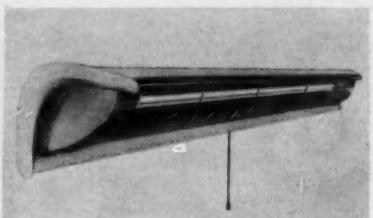
mover, a cart hauler, a lawn roller, and also as an aerator with the right tools. In addition, it plants seeds and fertilizer.

It is said to be able to travel up to 5 mph with a 4 1/2-hp gasoline engine. The rear wheels are chain driven and are designed so that slippage of a wheel does not hamper driving power of the other wheel.

A rotary-type mower with suction lift cutting bar, it has height adjustments that can be made from the driver's seat from 1 1/2 to 3 1/2 in.

Optional is an automatic type self-starter. Weighs 315 lbs.; orange and white finish. The "Javelin" mows an acre of lawn in 1 hr., the manufacturer says.

Price, \$439.50. Jacobsen Mfg. Co., 747 Washington Ave., Racine, Wis.

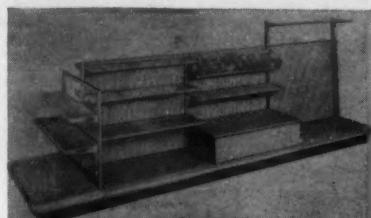
**BECOSIL Heater**

**Becosil infrared heaters**, imported from England, are available for national distribution from Transistor World Corp. Modern in design, the heater measures 33 in. from end to end; can be mounted on wall, ceiling or baseboard in kitchen, nursery or bathroom, etc.; each unit is self-controlled.

Price, \$39.95. Imported by Transistor World Corp., 52 Broadway, New York.

**DEALER AIDS****REFLECTOR Display Units**

New "lock-in" gondola and wall systems are announced by Reflector Hardware Corp. "Spacemaster 3000" shown is a floor gondola with a "lock-in" base furnished in 18-, 21-, 30-, 36-, 42-, 48- and 60-in. widths by 30-, 48- or 60-in. lengths.



Heavy-duty all steel, double slotted uprights are available in 54- and 84-in. heights. All parts (bases, shelving, panels) are interlocking and interchangeable in the same modules.

Floor gondolas are available completely packaged with or without diamond perforated metal shelving and brackets. Wall sections available only without shelving. **Reflector Hardware Corp.**, Dept. FP-1, 1400 N. 25th Ave., Melrose Park, Ill.

**STUDEBAKER Trucks**

"The Champ," a new idea in pickup trucks for Studebaker 1960, combines style, extra-comfort cab with functional strength of a solidly built, rugged truck. The cab is designed to provide plenty of room for driver and 2 passengers. New multi-position seats for 1960 with a 5 1/2-in. forward-backward adjustment, larger, softer upholstered in vinyl with embossed ridge-pleat design. A new 2-piece sliding rear window, and a wrap-around windshield. Available in 1/2- and 3/4-ton models it comes in 5,000, 5,200 and 7,000 gvw; choice of 2 wheel bases: 112 or 122 in. and 4 engines.



"The Transtar," another Studebaker offering, comes in 18 models medium duty and heavy duty and 4-wheel drive series. Medium duty come in 1- and 1 1/2-ton models with gvw ranging from 9,000 to 18,000 lbs. Heavy duty 2-ton models range from 19,500 to 23,000 lbs. Available as chassis-cab or as platform or stake bodies. **Studebaker-Packard Corp.**, South Bend, Ind.

A contemporary-styled electric wall **thermostat** is announced by White-Rodgers. The new type 1A65 is finished in gold and beige vinyl leather, and it maintains a constant level of comfort in electrically heated homes. A highly sensitive thermal element, with control knob fully exposed to room temperature and radiant heat instantly actuates to compensate. **White Rodgers Co.**, 1929 Cass Ave., St. Louis 6.

**HERE IS THE MOST COMPLETE FREEZER SELLING PROGRAM IN THE INDUSTRY  
AND, ONLY BEN-HUR, America's Finest Freezer Can Give It To You . . .**

**BEN-HUR MEANS BUSINESS**

*Four Straight Years of Big Sales Increases Proves Ben-Hur's Selling Program is Tops*  
You Can . . . And You Will Sell More in '60 With Ben-Hur

**TIE-IN WITH THE BIGGEST MOVIE EVER MADE... MGM'S MOVIE BEN-HUR**

Ben-Hur Comic Books  
Ben-Hur Balloons  
Ben-Hur Coloring Books  
Ben-Hur Game  
Ben-Hur Cut-Out Sets

Ben-Hur T-Shirts  
Big Ben-Hur Window Banners  
Ben-Hur Newspaper Ads  
and More . . .

**HERE'S WHAT YOU GET  
AND ONLY BEN-HUR HAS IT**

**COMPLETE PACKAGE OF HARD SELL SALES BUILDERS**

Display Freezer  
Queen For a Day  
Banners  
Product Banners  
Foot Print Arrow Set  
Plus . . . Four color literature Envelope Stuffers  
And . . . A Big Photo Sweepstakes Contest  
Trips, Prizes, Trips, Prizes

Mobile Sign  
Flashing Lighted Display  
10 other Big Sales Makers

**BEN-HUR FREEZERS**

only BEN-HUR  
can offer you this program for '60  
SELL MORE IN '60—SELL BEN-HUR

THE TRADE NAME OF SATISFACTION

**WRITE TODAY FOR COMPLETE INFORMATION!**

At last week's Trade Fair,  
foreign appliance makers began making

## A NEW BEACHHEAD IN THE AMERICAN MARKET

It wasn't an invasion . . . yet. But appliance makers from around the world used the Trade Fair (EM Week, May 9) to feel out the U.S. market. The Japanese, seeking U.S. distribution, disclosed immediate and long-range plans to add appliances to the radio and TV sets they're already sending here. And Europeans sought reaction to their highly styled, small capacity and often expensive refrigerators and washers.

### REFRIGERATION



Europe's bid for 120,000-unit piece of U.S. white goods market was spearheaded by refrigerators being pitched as ideal for "secondary use." French "Frimatic," above, is 4-cu.-ft. floor model

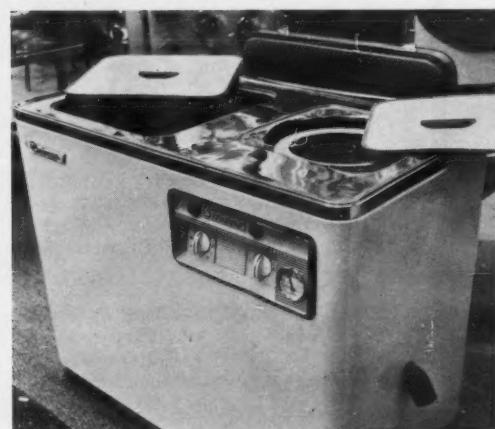


with fob NY cost of \$110. Another French firm, S.A. Royal Corp., showed 6-cu.-ft. "Pontiac" in line ranging from 2 to 7 ft. and priced to retail from \$140 to \$280. West German Uropa line



started from 1.6-cu.-ft. at \$99 retail through automatic defrost Italian 7-footer at over \$200. Freezer at \$188 will follow above 4-cu.-ft. built-in refrigerator.

### WASHER-DRYERS



Unique European "combination" washer-dryer is 40-in. Belgian "Primus." Typical 2 to 4-lb. capacity spinner—size of a step-on garbage can—is "packaged" with 5-lb. capacity agitator and



built-in water heater all for \$160 fob NY. Smaller of two French tumble action washers (9 and 13 lbs. by Laden) is roll-around, at \$110 fob NY. Vedette washers from France are nar-



row (9-pounder is 18 in. wide) because drum rolls front to back like car wheel. Maker (Sur-melec) came looking for U.S. licensee. Unit too costly to sell here: Over \$300.

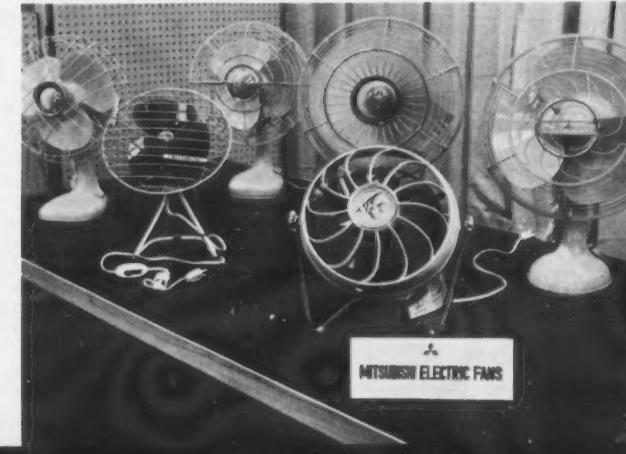
### HOUSEWARES . . . TV . . . AND FANS

Japan showed itself ready to follow radios with other items "soon." Hayakawa (U.S. brand: "Sharp") showed torpedo vac, non-spray steam iron, table oven, disposer. Pricing, not yet firm,



is aimed at \$50, \$15-\$18, \$12-\$15, \$60-\$70 U.S. retail list respectively, without U.L. Sharp's 8-in. transistor TV with rechargeable battery is due late this year at "under \$200." Mitsubishi,

feeling out fan market, quoted \$17.30 fob NY for 16-in. oscillator, center rear. Fuji, not shown, had no prices but "definitely" will bring in similar fans this year.



MITSUBISHI ELECTRIC FANS



**BROCKWELL says**

## 'Handle Parts Sales Quickly'

There's no reason why a servicing dealer should tolerate any dilly-dallying on the part of his employees in handling on-the-spot parts sales, even though this sort of business is assigned to a clerical worker, either man or woman, as suggested

in one of my earlier columns.

When the clerk has ascertained the catalog number of a part requested, he or she should be able to decide quickly—in a minute or two—whether or not the item is supposed to be in stock. When it has

been established that an item is not in stock, the clerk should ask the customer if he'd be willing to wait until the material can be obtained from the jobber. It's that simple.

Obviously, such a decision can be reached with incredible speed if you use a perpetual inventory system for the parts department and keep the cards within easy reach of the parts and service counter. Unless, however, you have an uncommonly active parts department for a servicing dealer—one whose volume of parts sales is sufficient to warrant paying a full-time inventory clerk—a perpetual inventory system is likely to degenerate rapidly from neglect.

Something simpler to speed parts-sales handling in a small or medium-sized parts department, though, is worthy of consideration. Here are

two plans, one of which may appeal to you:

**1. Have a clerical worker mark with a symbol every entry in the parts price lists that you carry in stock.** All the information needed for this job can be gathered from the latest physical inventory sheets of the parts department.

Then when the clerk checks the catalog number of a part in the price list, as he must do with every transaction to verify the number, he can tell at a glance whether or not the item is supposed to be in stock.

The receipt of a revised price list poses no problem. A clerk can transcribe the symbols into the new price list usually in less than fifteen minutes. Happily, revised price lists are rarely received in bunches.

**2. Instead of marking the price lists as suggested in the first plan, have a clerk list each part stocked on an individual 3x5-inch ruled index card.** On the card's top line the catalog number of the part should be written at the extreme left, the brand name and appliance at the extreme right. The part name goes on the second line.

The cards should be separated into two batches, each batch having a box of its own (one for the cards listing small appliance parts, the other for those listing major appliance parts). Have each box of cards indexed by brand names and the cards filed numerically under their appropriate indexes. Keep both boxes within easy reach of the parts counter.

So much for the basics, here are two extra refinements.

After a clerk has marked the price lists or written up the cards, have your serviceman insert a symbol on the cards or an additional one beside each marked entry in the price lists to indicate whether the item is stored on a shelf or in a drawer.

Keep the operation simple, though. A clerk should be able to set up a system like either of these for a dealer's service department in about two or three hours, with perhaps an hour's help from the serviceman; and the cost of operation is negligible.

**ABOUT THE AUTHOR**—P. T. Brockwell's name is a familiar one to the readers of EM Week. His articles on effective service management have earned him a wide following among appliance dealers and his two series of articles on repairing both major and small appliances have been reprinted in book form by the McGraw-Hill Book Co. A serviceman himself for many years, Brockwell turned to writing when eye trouble forced him to leave the service field. But his years of experience have stood him in good stead and appliance dealers all across the country have no trouble in recognizing that Brockwell knows what he's talking about when he discusses service problems.

### A Look Into the Future

With a schedule of 20 papers, the 11th annual Appliance Technical Conference opens a two-day stand today in Mansfield, Ohio.

Topics range from plug-out surface cooking units for electric ranges to thermoplastics in appliance design. And there will be a paper by L. A. Johnson of Westinghouse on the subject of ultrasonics in fabric washing.

The quality of  
**KitchenAid.**®  
THE DEALER'S DISHWASHER  
plus promotional aids  
helps you sell



A quality product backed by a continuing promotional program makes a profitable combination for any dealer—and that is what KitchenAid dealers get.

First, a complete line of the finest dishwashers made, with every model featuring the exclusive Hobart power-washing action. No KitchenAid dishwasher has a skinny, short tube which squirts tiny streams of water or a weak splash that depends on dish deflection for coverage. KitchenAid has a man-sized wash arm that extends the full width of the porcelain enamel wash chamber. Every piece of tableware is scrubbed clean with an exclusive, high-velocity wash action. Flowing, sanitized hot-air drying is another KitchenAid exclusive.

Continuous national advertising to the consumer, regular participation in trade shows, model homes, builder promotions, TV shows and other specials keep the KitchenAid name constantly before your prospects. Point-of-sale material, displays, newspaper ad mats, radio and TV commercials for local participation, colorful brochures and mailers are available.

KitchenAid dealers are backed to the limit in every way possible. And they sell a quality product that makes satisfied customers who remember the dealer they can depend on when they're ready for another purchase.

KitchenAid Home Dishwasher Division, Dept. KEM  
The Hobart Manufacturing Co., Troy, Ohio

Please send complete information on the full line of KitchenAid dishwashers.

Name. \_\_\_\_\_

Firm. \_\_\_\_\_

Address. \_\_\_\_\_

City. \_\_\_\_\_ Zone. \_\_\_\_\_ State. \_\_\_\_\_

Each time you specify KitchenAid...it starts to sell for you

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**SAN FRANCISCO** THOMAS H. CARMODY  
SCOTT HUBBARD  
68 Post Street, San Francisco 4, Cal.  
DO. 2-4600

## PEOPLE in the NEWS



Edward Shafer  
of Blonder



D. Kirkendall  
of Electro-Voice



W. Hoeltke  
of Ariens



G. W. Orr  
of Oster

**Ariens Co.**—William Hoeltke has been named sales manager of the Brillion, Wis., manufacturer of rotary tillers and riding mowers. The former sales manager, Mando S. Ariens, will now function as director of sales.

**Electro-Voice Inc.**—Don Kirkendall has been appointed advertising manager of the Buchanan, Mich., concern.

**Blonder-Tongue Laboratories, Inc.**—Edward Shafer, formerly market research manager, has been named manager of the consumer products division. He will be responsible for sales of the company's FM and AM-FM radio line and other audio products.

**Philco Corp.**—The appointment of Robert G. Meinken as assistant merchandising manager for ranges was announced.

**White Products Corp.**—William Karrip has been appointed sales manager of the water softener division. His duties encompass supervision of district managers.

**Sperti Faraday Inc.**—J. A. Bird was chosen to be sunlamp sales manager of the Adrian, Mich., manufacturer.

**Interstate Engineering Corp.**—Robert W. Limacher has been elected to the office of vice president of the manufacturer of Compact vacuum cleaners, electronic and hydraulic defense materials and various trailer equipment.

**John Oster Manufacturing Co., Inc.**—G. W. Orr, formerly sales manager, has been selected as vice president in charge of sales for the product division.

**Chrysler Airtemp**—George B. Sharkey has been named to the newly created position of market specialist for the packaged heating and cool-

ing department of the Airtemp division.

**Ben-Hur Manufacturing Co.**—Howard Lochner has joined the company as a district sales manager. His territory will be Northern California and western Nevada. Ken W. Trout was appointed to the new position of field sales manager.

**Bastian-Morley Co.**—Breck Tyson has been named regional sales manager for the 13 Western states for the manufacturer of electric wall heaters, water heaters, boilers and incinerators.

**Norge**, a division of Borg-Warner Corp.—Robert F. Wammack has been named manager of Norge built-in range sales in the Southwest.

B. J. (Jack) Glascock was appointed central regional manager in the utility department. He will be responsible for sales in 10 states, with headquarters located in Kansas City, Mo.

**Markel Electric Products, Inc.**—Frederick E. Warner has been appointed assistant sales manager in charge of built-in products for the Buffalo manufacturer.

**Capehart Corp.**—George C. Tanty was named Midwest regional manager for dealer sales. He will handle franchises in a territory which includes Illinois, eastern Wisconsin, Iowa, Indiana and Michigan.



W. Karrip  
of White



J. A. Bird  
Sperti Faraday

## Fedders' Travelers to Meet the People

They are the man in the street, the student, the businessman. American dealers participating in the French and Israeli segments of the Fedders Corporation's travel incentive program will get a chance to meet them all.

Working with the U. S. Information Agency, Fedders is arranging for dealers to take part in the "People-to-People" program. This plan was being inaugurated, according to U. V. Muscio, Fedders' executive vice president, to take better advantage of personal contact between American visitors and people of the different foreign nations they will be visiting.

The program cuts through all layers of society. For example, Fedders will arrange for high school students of two dealers to trade homes with French and Israeli counterparts for the summer.

And, of course, American dealers will get to meet their foreign counterparts. There will also be an exchange of exhibits which show life in America and in France.

The third segment of Fedders' incentive travel plan is a trip to the Grand Bahamas Island where most of the exchanges will be with comedian Henny Youngman, who will serve as master of ceremonies for the dealers.

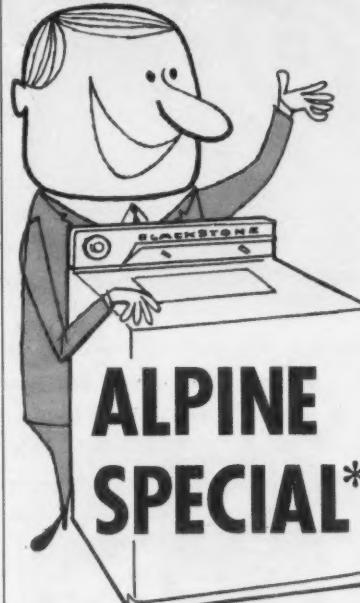
There are  
plus profits

in Paragon  
appliance  
timers



Write:  
**PARAGON**  
ELECTRIC COMPANY  
1638 Twelfth St. • Two Rivers, Wis.  
TIME IS MONEY — CONTROL IT WITH PARAGON

I'M GOIN'  
GREAT GUNS  
with  
**Blackstone's**



**ALPINE  
SPECIAL\***

\*A brand-new 2-cycle automatic that earns extra trip points for Blackstone's trip contest. A deluxe model at budget price . . . easy to sell. Get details from Blackstone Corp., Allen St., Jamestown, N. Y.

## Oriental Motif

Adopting Chinese dress as the motif for their national convention (June 26-29), San Francisco committeemen of the Associated Pot and Kettle Club of America met recently to formulate plans and present gifts to Carole Ng, Miss Chinatown USA. Standing, from left, H. J. Wong, San Francisco's Chinese Chamber of Commerce; Robert Huxtable, convention sports chairman; Dave Bartelme, chairman Supreme Council; Armand Schwartz, national treasurer; Charles G. Putnam, national past president. Seated: James Collins, president of San Francisco club; Rod Adams, national president; Miss Ng; Robert Barkell, chairman of convention committee; Jim Anderson, national secretary.



## ASSOCIATION NEWS

**G. C. Kubitz** is the new president of the National Housewares Manufacturers Association. Vice president of Mirro Aluminum Co., Kubitz succeeds W. H. Sahloff, vice president of General Electric Co., housewares, division.

Also elected by the Board of Directors were J. J. McCormick of Revere Copper & Brass, Inc., vice president; and B. A. Miller of the Magicolor Co., treasurer. Dolph Zapfel was reappointed secretary.

And the directors voted unanimously to hold the July 1961 National Housewares Exhibit in Chicago's new Exposition Center.

**First annual meeting** of the newly organized Consumer Products Division of the National Electrical Manufacturers Assn. will be held June 1-3 in Chicago. And R. H. Smith has been appointed chairman of the Public Relations Committee. Smith is secretary of the Reliance Electric & Engineering Co.

**Five electrical wholesale distributors** were elected to membership in the National Assn. of Electrical Distributors. They are: Interstate Electric Supply Co., Council Bluffs, Iowa; C. S. Mersick Elec. Supply Corp., West Haven, Conn.; Splane Electric Supply Co., Detroit; Osborne Electric Supply Co., Las Vegas; Richards Electric, Cincinnati.

**A record class** of 101 persons received "graduation" certificates at the fourth annual Training School for Kitchen Specialists. The school conducted by the National Institute of Wood Kitchen Cabinets covered all major phases of the retail kitchen business.

**Manufacturers produced** more than 500,000 more radio sets and over 100,000 television receivers during the first two months of 1960 than during the same period last year, according to the monthly statistics released by the Electronic Industries Assn. Retail sales of radio and TV sets were also up, according to EIA. February factory sales of receiving tubes gained over totals for January while sales of TV picture tubes slipped about 50,000 units and \$1.3 million under total sales for the previous month.

**William T. White**, vice president and sales manager of Wieboldt Stores, Inc., was presented a "favorable reaction" award for the store's 1959 image sales promotion campaign. The award was given by the "Chicago Tribune."

**Irving Rossman** has been elected president of the Assn. of Electronic Parts and Equipment Manufacturers, Inc. He is executive vice president of Pentron Electronics Corp., of Chicago.

**A new Housepower Profit Clinic** has been launched by the Live Better Electrically Program of the Edison Electric Institute. Designed to increase electrical sales, the clinic is a refresher course for contractors.

**Members of the housewares industry** have scheduled a reception and dinner for Brandeis University's endowment fund in Atlantic City July 10. Co-chairmen for the affair: J. J. Culberg, Ekco Products; Julian Elfenbein, Housewares Review; David J. Isaac, Western Auto Supply.



Freezer is backed by Lifetime Protection Policy

Here's the powerful 3-way sales impact . . . versatility . . . you get selling QUICFRĒZ: 1. Low-cost, all-new 9 cu. ft. upright freezer stores up to 315 lbs. 2. Low-cost matching 9 cu. ft. refrigerator—modern styling, golden glow interior. 3. Plus extra sales selling twin unit-freezer and refrigerator—for free-standing installation.

And the pay-off comes with competitive prices that mean fast turnover and solid profits for you.

Questions about Quality? Dependability? QUICFRĒZ refrigeration specialists are backed by over a half century's manufacturing experience!

write, wire or phone . . .

**Quicfrēz**  
FOND DU LAC, WISCONSIN

## A Quick Check of BUSINESS TRENDS

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1957 = 100)	130	133	104	25% up* (Jan. 1960 vs. Jan. 1959)
<b>RETAIL SALES</b> total (\$ billions)	18.1	18.1	17.5	3.4% up (Feb. 1960 vs. Feb. 1959)
<b>APPLIANCE-RADIO-TV STORE SALES</b> (\$ millions)	339	344	327	3.7% up (Feb. 1960 vs. Feb. 1959)
<b>CONSUMER DEBT</b> ++ owed to appliance-radio-TV dealers (\$ millions)	285	289	283	0.7% up (Feb. 1960 vs. Feb. 1959)
<b>FAILURES</b> of appliance-radio-TV dealers	27	32	31	12.9% less (March 1960 vs. March 1959)
<b>HOUSING STARTS</b> (thousands)	97.0	76.6	121.0	19.8% less (March 1960 vs. March 1959)
<b>AUTO OUTPUT</b> (thousands)	142.9**	135.5**	134.8**	6.0% up
<b>PERSONAL CONSUMPTION EXPENDITURES</b> for furniture-household equipment (\$ billions)	19.0+	18.9+	17.8+	6.7% up (4th qtr. 1959 vs. 4th qtr. 1958)
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	340.6+	335.1+	322.9+	5.5% up (4th qtr. 1959 vs. 4th qtr. 1958)
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	23.6+	21.9+	27.7+	0.4% down (4th qtr. 1959 vs. 4th qtr. 1958)
<b>EMPLOYMENT</b> (thousands)	64,267	64,520	63,828	0.7% up (March 1960 vs. March 1959)

\*New index being used. Federal Reserve Bulletin, Jan. 1960  
\*\*Figures are for the week ending May 7, 1960 and preceding week (revised)  
+Figures are for quarters  
++Federal Reserve Bulletin figures (revised)

## A Quick Check of INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week are shown in bold-face type.

DISHWASHERS	
DRYERS, Clothes, Electric	
Gas	
FOOD WASTE DISPOSERS	
FREEZERS	
PHONOGRAPHS, Monaural	
Stereo	
RADIOS, Home-Portable-Clock	
(production)	
RADIOS, Automobile (production)	
TELEVISION (production)	
REFRIGERATORS	
RANGES, Electric—Standard	
Built-in	
RANGES, Gas—Standard	
Built-in	
VACUUM CLEANERS	
WASHERS, Automatic & Semi-Auto	
Wringer & Spinner	
WASHER-DRYER COMBINATIONS	
WATER HEATERS, Electric (Storage)	
WATER HEATERS, Gas (Storage)	

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

Here Is The Best Appliance Truck Money Can Buy Because Only The

**Escort®**  
OFFERS YOU

EXCLUSIVELY THESE TWO FEATURES

1 ALL-STEEL RATCHET STRAP TIGHTENER WITH AUTOMATIC STRAP RECOIL!

This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

2 FAMOUS ROLLER BEARING CRAWLER TREAD!

This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

WRITE, CALL OR WIRE TODAY

For Full Details And Descriptive Literature

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DEPT. E BOX 897 AUGUSTA, GA.

**Escort**  
APPLIANCE TRUCKS

MODEL MRT  
Magnesium Light!  
Magnesium Strong!

SOLD ON A MONEY-BACK GUARANTEE!

MODEL SRT  
Rugged, All-Steel Construction



Skeleton frame motor for vegetable juicer. Frame 3 1/8" x 1 1/8".



3/8 Horsepower motor with two-stage fan—the standard for high performance domestic canister-type cleaners.



Four-pole permanent split capacitor motor for fan drives, such as hair dryers. Frame 4 1/8" x 1 1/4".

YOU CAN FEATURE  
**MOTOR PERFORMANCE**

when the appliance is powered with a...



Today's value-conscious customers are interested in knowing why your motor operated appliances are a better buy. When the appliance is powered with a Lamb Electric Motor, you can tell them about the outstanding performance of the motor — it's quiet, dependable operation; its long life; and the fact that it was built by a company which has specialized in small motors for 45 years. This is a good point to keep in mind when you are selling . . . and buying motor operated appliances.

THE **Lamb** ELECTRIC COMPANY  
KENT, OHIO

A Division of American Machine and Metals, Inc.

In Canada: Lamb Electric — Division of Sangamo Company Ltd. — Leaside, Ontario



## APPLIANCE DOLIES

save time . . . save back-breaking work

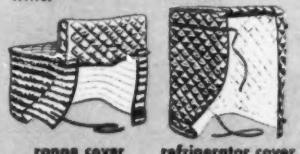
Made of tough, featherlight aluminum alloy . . . heavily padded with felt in front to protect the most delicate finishes. \*Curved cross members cradle curved appliances as well as square shapes. \*Close mounted wheels pivot on-a-dime on stair landings and other close quarters. This, plus all the other time saving YEATS features, save up to a dollar's labor handling each appliance . . . more than pay for the dolly in a month's deliveries. Before you "manhandle" another appliance, see your YEATS dealer or write direct!

**YEATS** APPLIANCE DOLLY  
SALES COMPANY

2127 N. 12th STREET MILWAUKEE, WISCONSIN

## "Everlast" COVER AND PADS

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless flannel liners. All shapes and sizes — Write.



A9-3002

# TURN 'DOGS' INTO PROFIT!

Forced to allow high trade-ins — then to take a loss on junk used refrigerators? Here's a reconditioning program recommended by leading refrigerator manufacturers that makes used units so attractive with steam cleaning that with proper merchandizing they move fast — turn losses into profit!

APPROVED BY  
REFRIGERATOR  
MFRS.

Complete with steam gun, hose, rubber tires — ready to go!

# CENTURY

STEAM CLEANER

Flush and dissolve at a blast stubborn grease, grime and molds. Rejuvenate rubber, disinfect and deodorize inside and out. Clean condenser and buff the finish for painting. All in a matter of minutes with your Century steam cleaner!

## GUARANTEED not for a year, but for LIFE!

FAST — develops 80-100 lbs. of steam in 90 seconds!

OIL FIRED — full day's operation with one filling. Gas model available.

ABSOLUTELY SAFE — Safety pop-off valve, visible steam gauge.

FULLY AUTOMATIC — Just push the start button!

PRACTICALLY SERVICE FREE

REFRIGERATOR JOBBERS — Get our profit story!

Nationally  
advertised at  
**\$32900**

**However — SPECIAL DEAL TO  
REFRIGERATOR DEALERS**

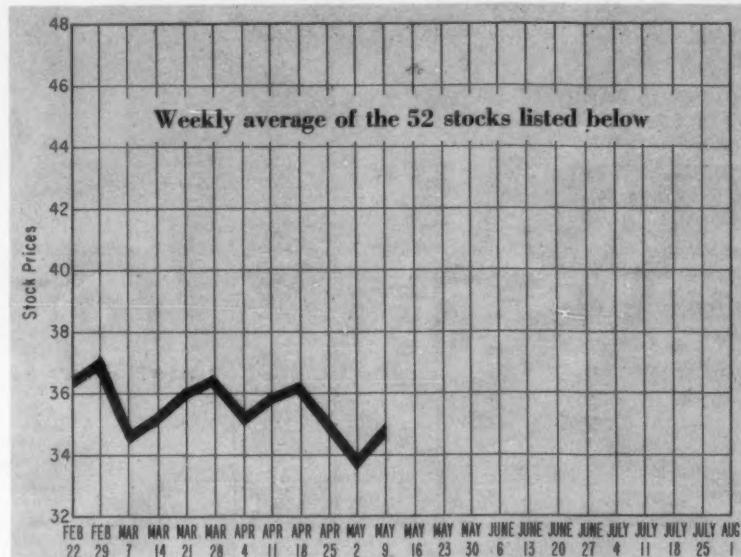
Write for Special Price to Legitimate Dealers

**ELECTRONICS, INC.**  
2000 EAST CHERRY VERMILLION, S. DAK.



## TAKING STOCK

A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



	STOCKS AND DIVIDENDS IN DOLLARS				NET CHANGE
	HIGH	LOW	CLOSE MAY 2	CLOSE MAY 9	
<b>NEW YORK EXCHANGE</b>					
Admiral	23 1/8	17 1/4	17 1/8	17 1/4	— 5/8
American Motors I	29 1/2	22 1/4	25 1/8	26	+ 1/8
Arvin Ind. I	27 1/2	21 1/8	23	22 3/4	— 1/4
Borg Warner 2	48 1/2	36 1/4	37 1/8	37 1/2	+ 3/8
Carrier 1.60	41 1/4	32 1/8	32 1/8	32 1/4	— 3/8
CBS 1.40B	45	36 1/8	39 1/8	38 1/8	— 1/2
Chrysler 1	71 1/8	44 1/4	45 1/4	44 1/8	+ 5/8
Decca Records IXD	29 1/8	17 1/8	25 1/2	27 1/4	+ 1 1/4
Emerson Electric 1	43 1/4	33	38 1/2	43 1/4	+ 4 1/4
Emerson Radio .50F	18 1/8	11 1/4	12 1/4	12 1/8	— 1/8
Feeders IXD	20 1/8	16 1/8	17 1/2	17 1/4	+ 1/4
General Dy. 2	53 3/8	38	39 1/2	40 1/4	+ 3/4
General Elec. 2	99 1/8	84 1/8	88	89 1/2	+ 1 1/2
General Motors 2XD	55 1/8	43 1/8	43 3/8	43 5/8	+ 1/4
General Tele. 2.20	87	70 1/8	82 1/4	82 1/8	+ 1/8
Hoffman Elec. .60	27 1/8	18 1/8	19	19 1/8	+ 3/8
Hupp CP. 3/4F	13 1/4	9 1/4	9 3/8	9 5/8	+ 1/4
Magnavox 1	45 1/8	31 1/4	42 1/4	46 1/4	+ 4
Maytag 2A	44 1/2	35 1/4	36 1/8	36 1/8	+ 1/2
McGraw-Edison 1.40	45 3/4	38 1/8	39 1/8	38 1/8	+ 2 1/2
Minn. Mining & Mfg. 1.60	196 1/2	161 1/4	189 1/4	191 1/4	+ 2 1/4
Montgomery Ward 2	55 3/8	42 1/2	42 3/4	43 1/8	+ 7/8
Monarch .20E	19 1/8	12 1/8	13 3/8	12 1/8	— 1/2
Motor Wheel 1	23 1/4	16	16	17 1/4	+ 1/4
Motorola 1.50	17 8	140	152 1/4	170 1/2	+ 18 1/4
Murray CP	28 1/2	24 3/4	25 1/8	26	+ 1/8
Philco 1/4G	38 1/4	26 1/8	28 1/8	31 1/8	+ 2 1/4
R.C.A. 1B	78 3/8	59 1/2	70 1/4	74 1/4	+ 4
Raytheon 2.37T	53 3/8	35 1/2	36 1/8	38	+ 2 3/8
Rheem .60	28 1/8	18 1/2	19 1/2	19 1/4	+ 1/4
Ronson .60	12	9 1/4	10 1/8	10 1/4	+ 1/8
Roper GD	21 1/2	14 1/4	15 1/4	15 1/8	+ 1/8
Schick	16 1/4	10 1/2	11 1/8	11 1/8	—
Siegle Corp. .20R	40 1/8	29 1/4	37 1/4	38 1/2	+ 1 1/4
Smith A. O. 1.60A	53 3/8	34 5/8	35 1/8	35 1/8	+ 1/2
Sunbeam 1.40A	64 1/2	50 3/4	51	51 1/8	+ 3/8
Welbilt .10G	7 1/8	5 3/8	5 1/2	5 5/8	+ 1/8
Westinghouse 1.20	57 1/4	45 1/2	53 1/2	54	+ 1/2
Whirlpool 1.40	34 1/8	24 3/4	25	24 3/4	+ 1/4
Zenith 1.60	116	89 1/8	93 1/2	100 1/4	+ 6 1/4
<b>AMERICAN EXCHANGE</b>					
Casco Pd. .30G	9 1/4	6 3/4	8	8 1/2	+ 1/2
Century Elec. 1/2	9 1/8	7 1/4	8	8 1/4	+ 1/4
Du Mont Lab.	10	6 1/2	9 1/4	8 7/8	+ 3/8
Herold Rad.	7 1/8	5	5 1/8	5 1/4	+ 1/8
Ironrite .20	10	6 7/8	9 1/4	8 5/8	+ 5/8
Lamb. Ind.	7 5/8	4 5/8	7	7 1/8	+ 1/8
Muntz TV	6 1/2	4 3/8	4 3/4	4 3/4	—
National Presto	12	10 1/8	10 3/4	11	+ 1/4
Proctor-Silex	9 1/8	6 5/8	7 3/4	8 1/4	+ 1/2
<b>MIDWEST EXCHANGE</b>					
Knapp-Monarch	—	—	5 5/8	5 5/8	—
Trav-ler Radio	—	—	6 1/4	7 1/8	+ 1 1/8
Webcor	—	—	10 3/4	10	+ 3/4

A—Also extra or extras. B—Annual rate plus stock dividend. C—Paid last year. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** Five major issues, led by Motorola and Zenith, spearheaded a 1 pt. increase over last week's average. Motorola, up 18 1/2 pts. and Zenith up 6 1/4 pts. were the big gainers. Emerson Electric at plus 4 1/4 and RCA and Magnavox showing increases of 4 pts. backed up the leaders in the trading that saw EM Week's average reach 34 1/2. Although 16 new lows were registered, trading was active on both major exchanges. The market picture which continues to be generally unsettled with prices dropping and rising, is not establishing any definitive pattern. Reasons are varied, but one thing is certain—the condition will not right itself in the immediate future.

## DISTRIBUTOR APPOINTMENTS

**OLYMPIC RADIO & TELEVISION**  
a division of The Siegler Corp.  
—Ellis Meares & Son, Fair Bluff,  
N. C.

**GRANCO PRODUCTS, INC.**—John  
W. Walters, New York.

**RADIO FREQUENCY LABS, INC.**,  
Audio Products Division—Harry  
Miller Sales Co., Red Bank,  
N. J., (as manufacturer's rep for  
the metropolitan New York  
area).

**UHER TAPE RECORDERS**—Len  
Ronson Sales Co., Los Angeles;  
Ken Burcaw & Co., Detroit;  
Bert C. Porter, Seattle; Be-Esco  
Sales Corp., Yonkers, N. Y.;  
Neal Bear Corp., West Richfield,

Ohio; Paul Hayden Associates,  
East Point, Ga.; Marvin Gross-  
man, Newton Lower Falls, Mass.;  
Lester Mauthner Co., Houston;  
Sheldon Schak Associates, Glen-  
view, Ill.; Sid N. Cottin, Great  
Neck, N. Y.; J. C. O'Donnell Co.,  
Denver.

**ARVIN INDUSTRIES, INC.**—W. A.  
Roosevelt Co., La Crosse, Wis.

**SHELTON METAL PRODUCTS  
CORP.**—Surgical Supply Co.,  
Jacksonville; Anderson Surgical  
Co., Tampa; Surgical Equipment  
Co., Miami; A. E. Thompson,  
Worcester, Mass.; U. S.  
Surgical Supply, Washington,  
(for Selectronair, air-purifying  
instrument).

## DISTRIBUTOR NEWS

Whirlpool's dealer development program has worked. Now the manufacturer has begun a series of seminars for distributor salesmen.

About every 60 days, a group of up to 25 distributor salesmen will meet at Whirlpool headquarters in St. Joseph, Mich. First session was held last month, the second will be arranged during the summer.

According to the company, the seminars have the objective of:

- Showing the salesmen how they can help their dealers plan to make larger profits.
- Teaching salesmen simple, more workable methods of sales and operating controls.
- Bringing to salesmen better understanding of their overall jobs.

**National Assn. of Electrical Distributors** elected J. A. Meier of Florida Electric Supply, Inc., Tampa, president at its convention in Dallas.

About 3,000 attended the four-day convention. The following vice presidents were elected: B. H. Boatner, president, Westinghouse Electric Supply Co., Pittsburgh, vice president, eastern region; C. E. Butler Jr., president, Butler Electric Co., Inc., St. Louis, vice president, central region; T. C. Treadaway Jr., president, Treadaway Electric Co., Inc., Little Rock, vice president, southern region. K. P. Rehwaldt, manager, General Electric Supply Co., Los Angeles, remains western region vice president until the western region convention when a new election will be held.



**A Welcome to the Club**

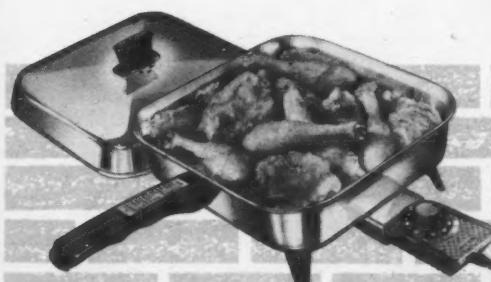
**CHOSEN BRAND NAME RETAILER** of 1959, Maurice Cohen, second from left, is congratulated by two past winners, Mort Farr, Upper Darby, Pa., left, and Joseph Whelan, third from left, Glenside, Pa. At right is Sol Goldin, manager of retail marketing for Whirlpool, which entertained its dealer-winners at a party at 21 in New York. Cohen is president of Lechmere Sales Co. of Cambridge, Mass., which was chosen as the outstanding appliance store in the competition sponsored by the Brand Names Foundation. The coveted awards to retailers were presented winners at a banquet at the Waldorf-Astoria. The keynote address at the banquet was given by Gov. Luther H. Hodges of North Carolina. At the annual business meeting of the foundation, Henry E. Abt, president, said the most important aim of the foundation's retail program was "establishing a rallying point for merchants who believe in the nationally advertised manufacturers' brands as the road to profit." Awards were given 137 concerns in 26 categories. Winners represented 36 states, including the District of Columbia.

# Perfect for Patio Parties

MAKES SUMMER SELLING 'SPECIALY PROFITABLE



Don't wait 'til the first warm day . . . peak your stocks now with patio party accessories so that you can cash in on the first warm spell of the season! The growing trend toward casual outdoor living offers tremendous opportunities for extra sales. Make this summer your most profitable ever, by promoting these popular West Bend accessories for summer entertaining.



**AUTOMATIC FRY PAN** complete with cover and heat control. Big 11" family size. Immersible for easy cleaning. Retail \$23.95

**BUFFET-PATIO SERVER**  
Genuine buff-white stoneware pot with low-heat electric base. Slow bakes beans, spaghetti or steaks. Retail \$7.50  
With servers, Retail \$10.50

**AUTOMATIC  
"PARTY PERK"** makes delicious, full-flavored coffee. Keeps coffee serving hot automatically, too.

Retail, \$24.95



12 to 30 cup



**GRIDDLE 'N SERVER**  
Griddle 'n server has over 200 square inches of cooking area. Cooks 15 large hamburgers or 6 or 8 steaks. Immersible.

Retail \$20.95  
HEAT CONTROL \$6.00

**WEST BEND ALUMINUM CO.**

Dept. 184, West Bend, Wisconsin



**NOW—from the people who make the dependable automatics—comes the Washer-Dryer with the right combination of features**

The new Maytag Right Combination Washer-Dryer offers *all* the features women want most.

It's smartly styled, only 34" wide, counter height and depth. Perfect for kitchen installations because it needs no vent. The Right Combination is fully automatic—press two buttons, turn the dial, and washday is over.

It has the Automatic Bleach Dispenser that knows exactly when to add the bleach—and at just the right strength. The Right Combination lets you sell all these wanted features: an Automatic Rinse Conditioner, pushbutton controls for all fabrics, Automatic Water Level Control, and built-in water heater.

There's a choice of drying temperatures, drying time, special de-wrinkling cycle and a Time Chime Signal for wash 'n wears.

The Right Combination has been proved dependable beyond doubt in major markets. Write, wire or phone your Maytag Regional Manager or Distributor for details.

*The Maytag Company, Newton, Iowa.*



**AUTOMATIC BLEACH DISPENSER, TOO!**

A Maytag first, Timed Bleach Injection adds bleach to wash water at exactly the right time, in exactly the right strength.

*The Right Combination for profits you can depend on is...*

# MAYTAG

